BROADCASTING

Vol. 14 • No. 7

Broadcast Advertising

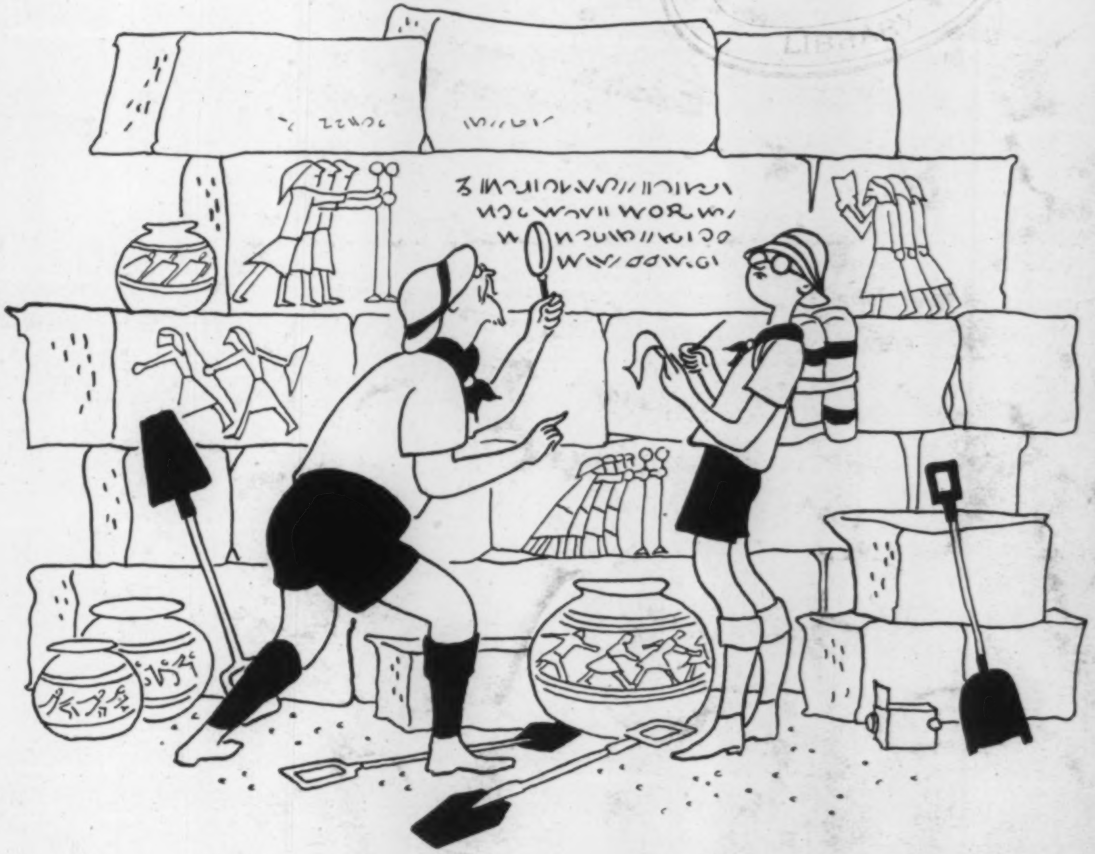
WASHINGTON, D. C.
APRIL 1, 1938

Foreign
$4.00 the Year

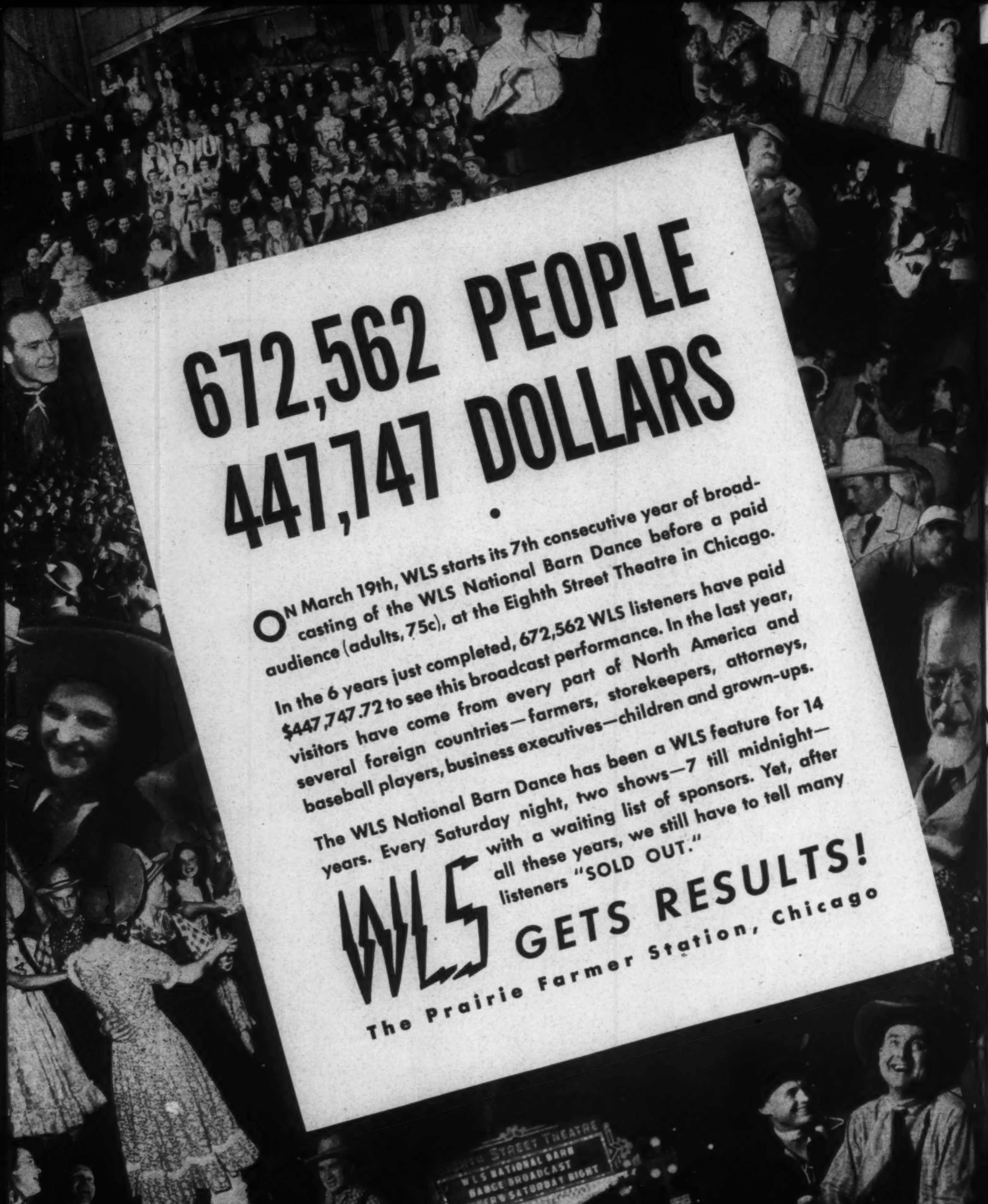
$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

APR 2



"That's odd, it says . . . 73% of WOR's Total Sponsors are the Nation's Leading National Advertisers"



672,562 PEOPLE
447,747 DOLLARS

•

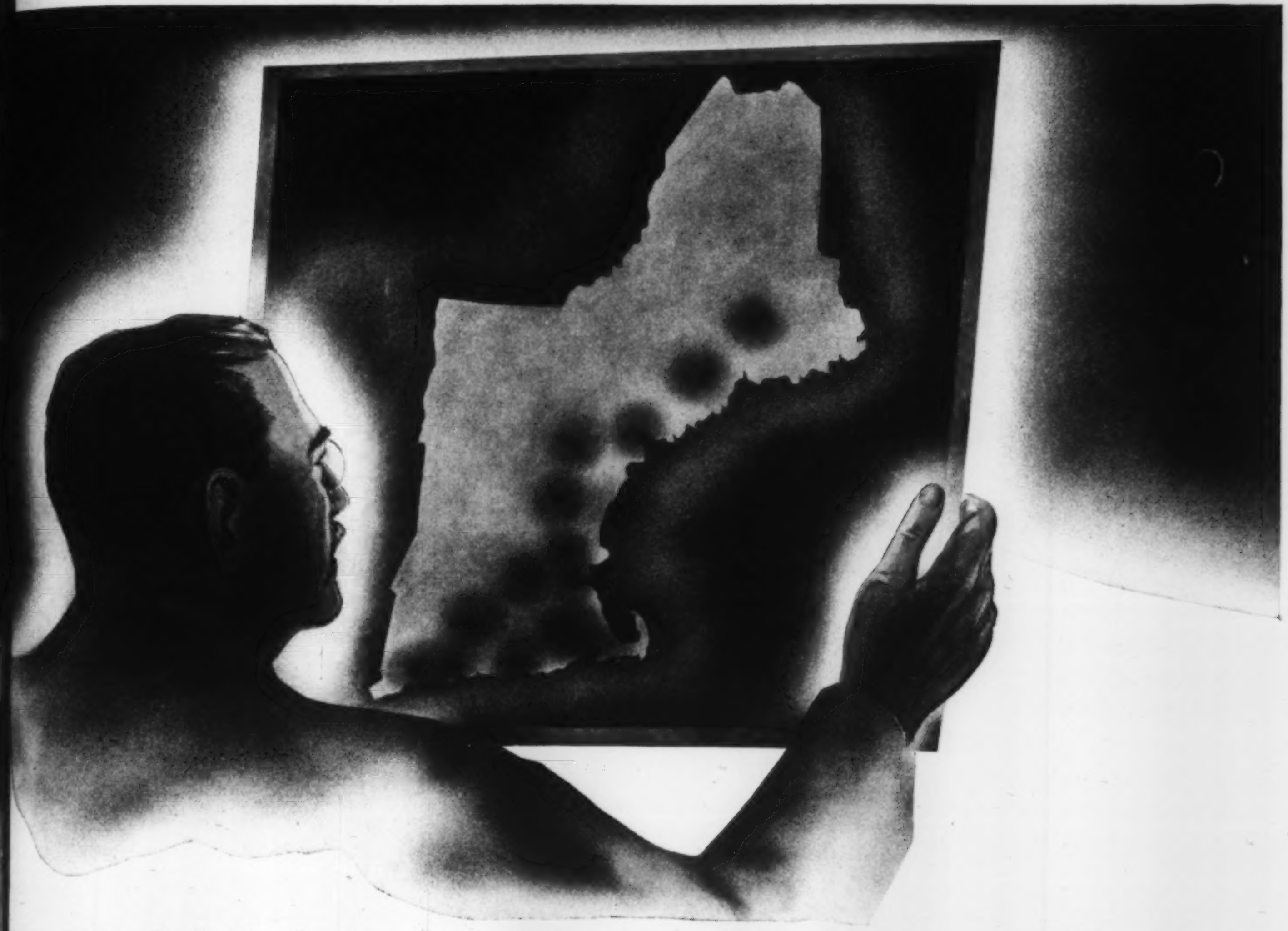
ON March 19th, WLS starts its 7th consecutive year of broadcasting of the WLS National Barn Dance before a paid audience (adults, 75c), at the Eighth Street Theatre in Chicago.

In the 6 years just completed, 672,562 WLS listeners have paid $447,747.72 to see this broadcast performance. In the last year, visitors have come from every part of North America and several foreign countries—farmers, storekeepers, attorneys, baseball players, business executives—children and grown-ups.

The WLS National Barn Dance has been a WLS feature for 14 years. Every Saturday night, two shows—7 till midnight—with a waiting list of sponsors. Yet, after all these years, we still have to tell many listeners "SOLD OUT."

WLS GETS RESULTS!

The Prairie Farmer Station, Chicago



X-RAY Your New England Market

You'll Find a YANKEE NETWORK Station in Each Major Shopping Center

FOURTEEN prosperous trading areas, each dominated by an urban center of retail stores and wholesale distributing points, comprise the rich New England market.

In each of these centers of New England trade you will find a Yankee Network transmitter—long-established, popular, exerting a powerful, direct influence on the purchases of its listeners.

To reach the entire New England market effectively and economically use The Yankee Network's fourteen-station coverage.

WNAC	Boston
WTIC	Hartford
WEAN	Providence
WTAG	Worcester
WICC	Bridgeport New Haven
WNLC	New London
WCSH	Portland
WLBZ	Bangor
WFEA	Manchester
WSAR	Fall River
WNBH	New Bedford
WLLH	Lowell Lawrence
WLNH	Laconia
WRDO	Augusta

THE YANKEE NETWORK, INC.
21 BROOKLINE AVENUE
BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

ublished semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

NAMES THAT MAKE THE HEADLINES!

★

NAMES THAT MAKE THE AIR!

NAMES that make the headlines in Buffalo are names that BBC brings to the WGR or WKBW microphone. Listeners know that BBC will bring celebrities to the studios or meet them with the mobile short-wave unit.

BBC operates on the theory that listeners enjoy hearing the men and women who are making the news of the day. WGR and WKBW bring these names to the air plus the basic CBS network.

Good news-sense is good radio-sense. That's the basis of the showmanship that has brought the following names to Buffalo listeners recently. They represent but a *few* of the many.

Burgess Meredith
Jack Dempsey
Dr. Dafoe
Smedley Butler
Rose Bampton
Mickey Walker
Mayor LaGuardia
Governor Lehman
Joe McCarthy
Sigmund Spaeth
Raymond Clapper
Reggie McNamara
Frank Hawks
Ethel Barrymore

They were names that were making local news when they were brought to BBC microphones. They are examples of the showmanship that give "personality" to the stations in Buffalo which were the first in the country to bring listeners "news of the hour every hour on the hour".

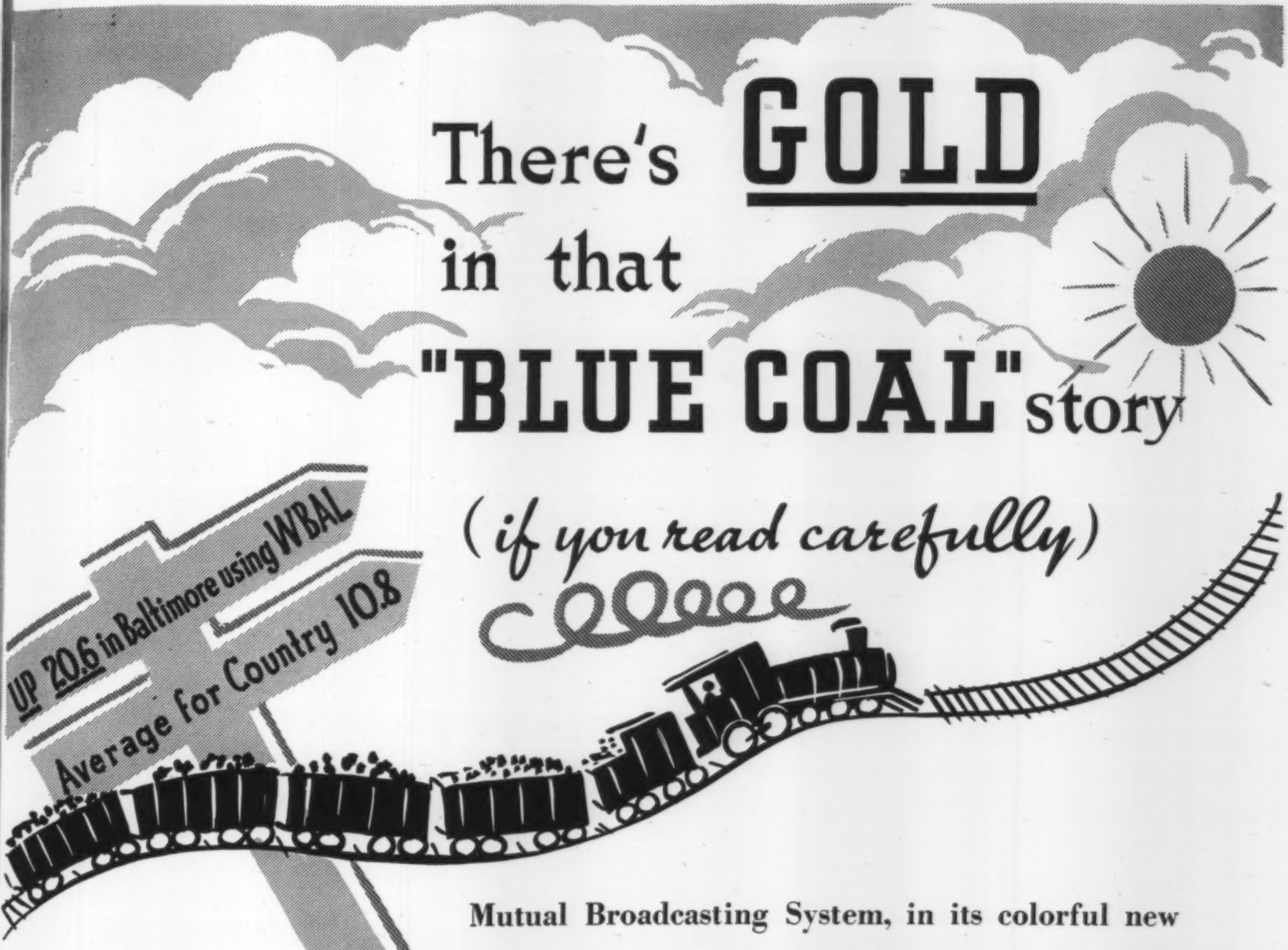
That same showmanship and the sense of news value which goes with it is an important consideration when you plan spring and summer test campaigns. We invite you to make BBC your "proving ground" this year. You'll find a keen sense of showmanship to promote your program ideas.

WGR ..... THE DIAL'S ENDS ..... WKBW

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

There's **GOLD** in that "BLUE COAL" story

(if you read carefully)


UP 20.6 in Baltimore using WBAL
Average for Country 10.8

Mutual Broadcasting System, in its colorful new booklet, "Study in Ups and Downs," reveals a swell result story. 'Blue Coal,' advertised over 11 Mutual Stations, increased its sales in three months 10.8% above the same period last year.

10.8% was the average increase! But one station produced an increase of 20.6%.

THAT STATION WAS . . .

WBAL

10,000 WATTS · *Baltimore* · 1060 KC.

LOCAL INTERESTS?
***that means* WBAL!**

Ask a Baltimorean which is his favorite station—his answer will be "WBAL". He'll tell you about "Treasure Hunt", "Answer", "Hi Jinks", "Auctionair", "Mary Landis", "Around the Breakfast Table" and other local and network programs that have established WBAL as the dominant station in the radio entertainment field in the Baltimore area.

Ask sponsors which is *THE* station for results. From their answers you'll agree that WBAL has one of the most responsive audiences of any station. That's because WBAL's programs are attuned to Baltimore tastes and because the Baltimore market is a sales "bright spot"—an active outlet for goods of all kinds all the time.

NATIONAL REPRESENTATIVES · INTERNATIONAL RADIO SALES

XUM

Small Wonder...

THIS young lady hasn't a tooth in her head. Yet she insists on eating five times a day! And this one thing we can be sure of. Whatever else she may ask of life, *food* will be first and most often on her list.

Small wonder, then, the Food Industry is advertising's greatest client—*and greatest challenge.* Here is a market which knows no pause in time or space. A market as varied as *all* the people any advertising medium can reach. A market which goes beyond and *includes* every other market for the goods of man.

How brilliantly radio has met the challenge of this market for the food advertiser can best be told, perhaps, by the following facts. More "food" dollars are now spent on radio networks than in *all* general magazines. Twice as many "food" dollars are spent in radio as in *all* women's magazines. *And the increase in food advertising on Columbia outstrips every other industry-increase in radio. A 290% increase in the last five years—made by the country's largest food advertisers.*

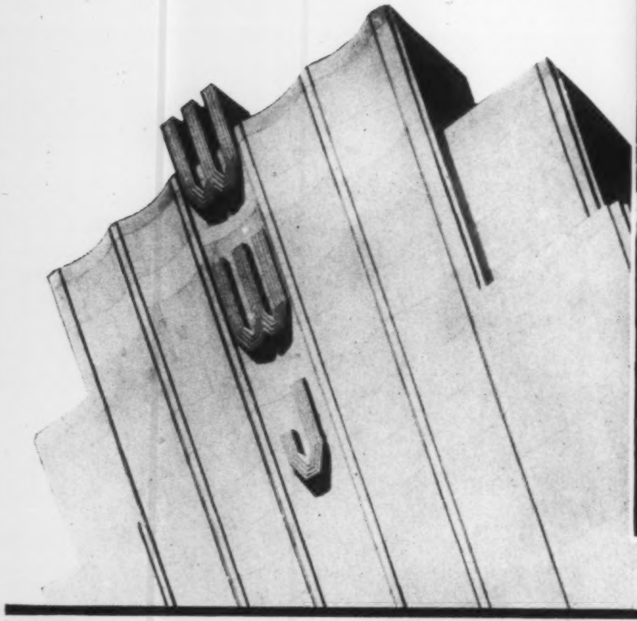
The explanation for this Columbia record is simple. Everybody eats. *And everybody likes to listen.* This is how the largest network in the world welds the two together:

✓ In 1934, the largest manufacturer of canned soups in the world turned to Columbia—took to the air with an hour a week of deft selling and sparkling entertainment. Sales *soared* from coast to coast. Tomato Soup —*up* 30%. Vegetable Soup—*up* 35%. Chicken Soup—*up* 100%! And Chicken Soup was advertised *only* by Columbia. In the client's own words, "Sales took an astounding jump to a *well-over-double* basis, despite the fact that our Chicken Soup business was already large."

✓ As of January, 1938, a national baker has signed his *eighth consecutive 52-week contract with Columbia.* In the last seven years, he has not missed a single weekly broadcast—using the Columbia Broadcasting System exclusively on the air.

✓ The largest food company in the world has put five different programs on Columbia in the last five months.

The Columbia Broadcasting System



Trained guides conduct visitors through the WWJ Studio Building every half hour from 1 p.m. to 9:30 p.m. daily

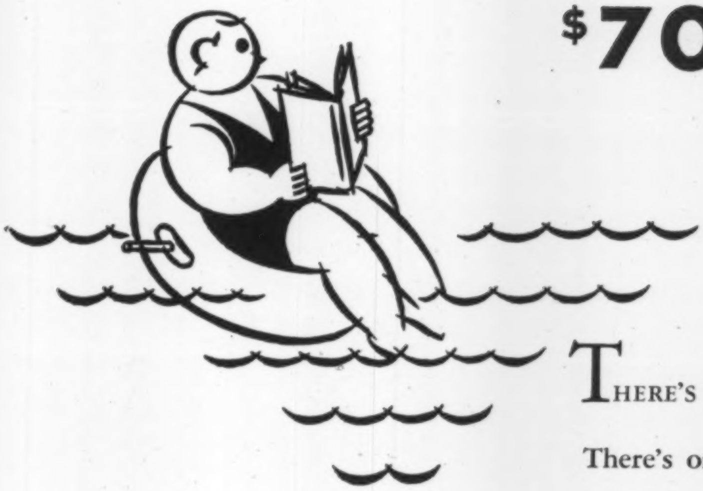
Over 203,000 Visitors

No, the studio and transmitter buildings of WWJ are *not* public show places. They were planned, constructed and equipped solely in the interests of better broadcasting. Yet, in 1937, alone, more than 203,000 people—business men and housewives, butchers and bakers, professional men and club women—took the time to visit WWJ, witness broadcasts from its fine auditorium studio and inspect the equipment. Obviously such a manifestation of interest could result only from prestige such as WWJ has gained through its *18-year-old policy of always considering the listeners' interests first.* Just as obviously, the radio advertiser wishing to sell his product in the Detroit market can do a better job with WWJ—the station that is *preferred by 39% of all Detroit's homes, by actual survey!*

WWJ

National Representatives
George P. Hollingbery Company
New York : Chicago : Detroit : Kansas City
San Francisco : Jacksonville

A HOT TIP ON A COOL $70,000,000



THERE'S only *one* 50,000 watt station in Minnesota. There's only *one* clear-channel station in Minnesota. There's only *one* station that reaches *all* Minnesota day and night (conclusively proved in a recent P.T.A. survey). ¶ *That* one *station is WCCO, the Columbia network station for the Twin Cities!* ¶ This summer an *extra* two million people will swell Minnesota's spending power with an *extra* 70,000,000 dollars of vacation money. A hot tip for summer selling: you can reach *all* this free-spending market with only *one* station—WCCO. ¶ Have you all the facts about WCCO?

WCCO

50,000 WATTS, MINNEAPOLIS-ST. PAUL
A COLUMBIA NETWORK STATION

Owned and operated by the COLUMBIA BROADCASTING SYSTEM. Represented by RADIO SALES

SCOUTS TAB CLEVELAND NEWSCAST

sustainer on WGAR ripe for early commercial sponsorship

Four Thousand Replies to Single Offer. When John Patt, head man of Cleveland's Friendly Station saw tabulations of news stories that broke during evening hours, he ordered ace newscaster Carl George (pictured at right) on an eleven P. M. nightly broadcast. Original idea was sustaining feature, purely as service to WGAR listeners throughout Northern Ohio. But, with four thousand replies to a single offer aired recently (see above), with popularity of George and his smooth, accurate reporting growing by leaps and bounds, "Headline News" seems destined for early sponsorship by some keen advertiser who seeks maximum results at minimum cost.

Orchids From An Educator. "I like the way you integrate items from various sources into a story," said Mark C. Schinnerer, of Cleveland's Board of Education upon congratulating Carl George. Schinnerer is director of adult education.

Ohio Knew 6 Minutes Later. News of the Hindenburg disaster was flashed over WGAR almost as the ill-fated zeppelin settled to the ground. Another scoop in Northern Ohio for I. N. S. and WGAR.

Japs Bomb U. S. S. Panay. Sunday evening tuner-inners got first word of the sinking of the Panay via WGAR. Sponsorship of flash news appears good bet on this station.

BIGGEST NEWS OF WEEK. First flash that Washington had granted extra power to WGAR (5000 watts day — 1000 watts night) came to editors Ralph Worden and Ted Hanna. In this newsroom, at least one editor is on the job during all broadcast hours, his only task to edit the news from two day, one night wires of I. N. S. All WGAR newscasts are specially written.

BROADCASTING
and
Broadcast Advertising

Vol. 14. No. 7 WASHINGTON, D. C., APRIL 1, 1938 $3.00 A YEAR—15c A COPY

Ethridge Drafted by NAB; Loucks Is Aide

By SOL TAISHOFF

Paid Head May Come Later This Year; Offensive Drive Mapped by Board for New Regime; Committees Named

ADOPTING a "common sense" course toward bolstering the industry front, the NAB board of directors on March 30 drafted Mark Ethridge, dynamic vice-president and general manager of the *Louisville Courier - Journal* and *Times*, and of WHAS, as the first president of the revamped trade association. He will serve, without pay, but with plenary powers, until a permanent paid executive is agreed on, possibly within the year.

Simultaneously, the board designated Philip G. Loucks, Washington attorney, former NAB managing director, main author of the far-reaching reorganization plan, as special counsel, to flank Mr. Ethridge during the "transition" period.

Finally Yields to Board Entreaties

Mr. Ethridge, temporary chairman and moving spirit of the NAB since the old order was dropped last fall, was prevailed upon by the board, upon recommendation of the Executive Committee of six, to assume the NAB presidency after he had rejected repeated proffers of the post on a salaried basis under contract. He remains as general manager of the Louisville enterprises, but will spend considerable time in Washington welding the new organization.

Action came only after the executive committee and the board had canvassed a broad field of individuals for the executive post. One problem after another was encountered, among them unavailability of particular prospects at this time, or failure to accord with the principles and objectives of the industry. The executive committee to a man, wanted Mr. Ethridge and he finally capitulated. The board followed through, though there was considerable discussion regarding proffer of the post to former Secretary of War Patrick J. Hurley, millionaire attorney, clubman, soldier and financier. It was finally agreed unanimously by the 21 members of the 23-man board present that Mr. Ethridge should be urged to accept the post, thereby allowing additional time to survey the field thoroughly for a permanent head.

MARK FOSTER ETHRIDGE

Meanwhile, under the Ethridge-Loucks leadership, the trade association will proceed forthwith to set up an active, aggressive organization, adequately manned and able to fight the industry battles on all fronts. Offensive, rather than defensive strategy, advocated by both Messrs. Ethridge and Loucks, will be pursued.

Appointments are expected shortly of experts to carry on particular NAB functions. There will be a secretary-treasurer, as administrative officer; a public relations director; a labor relations man; an engineer, and a research director. Mr. Loucks, it is believed, will be asked to remain permanently as general counsel.

NAB membership, despite recession times, is expected to skyrocket with the new appointments. Before the NAB board met, only 160 stations of the old 400 membership, had pledged membership under the quadrupled dues. But after an appeal March 23 to stations, calling attention to the urgency of the situation and the myriad fundamental problems striking at the industry roots, more than 300 stations were aligned within a week. It is expected that the $250,000 annual budget contemplated when the reorganization plan was voted at the NAB convention in Washington last February will more than go over the top.

The board pitched into its job with new vigor after the Ethridge-Loucks appointments. A number of resolutions, constituting a program of work immediately ahead were adopted in quick succession. Committees were named to follow through on the more important projects. Plans were drawn to put on a concerted drive for membership in the 17 individual radio districts. Mr. Loucks contemplates making a swing among the districts and get them organized into active segments of the national organization.

There were discordant notes but not of serious nature. Rumblings here and there from broadcasters that they would not join or rejoin NAB until it was "effective" drew the fire of the board. It was stated that application of one station owner who has indulged in what is regarded as objectionable publicity palaver after having been out of the fold several years, may not be voted into membership by the board because of the fear of possible heavy resignations if the station is readmitted. The same view is being advanced regarding certain other stations that have resorted to degrading comments.

In addition to station dues, NAB income is anticipated from associate members, such as networks, related set manufacturers, transcription companies, representatives and other organizations. No scale of dues yet has been established but probably will be within a short time. NBC and CBS were elected associate members at the meeting.

The present plan, on paper, is to continue the search for the paid executive with the hope of having him appointed by this fall, at

NAB President Ethridge: A Master Stroke . . . . *An Editorial*

THE NAB has *more* than kept faith with the industry. In drafting Mark Ethridge to captain the radio ship as the first president of the "New Deal" NAB, the board of directors has scored a master stroke.

He is not a "czar" or a "dictator" or even a politician. He is a practical, logical, clear-thinking, straight-shooting businessman. His feet are on the ground. And every ounce of his energy is geared for an offensive battle to achieve freedom for a plagued industry from the bondage of undue govermental interference, shakedowns, political intimidation and other parasitic onslaughts that have surged up with increasing velocity against radio by the American Plan.

Mark Ethridge is a fighter, organizer, diplomat and public relations expert all in one. In a few short months he has been placed in the forefront of a great industry. His only compensation has been what goodwill has accrued from his work. He was offered the position of paid president under the NAB he helped remold. He rejected it because his lot is cast in Louisville as directing head of the *Courier-Journal* and the *Times*, and of WHAS, but has agreed to take over the helm, without compensation, to effect the reorganization.

The new board, and more particularly its executive committee, canvassed the nation for the right man. The NAB treasury was practically bare but there were assurances that with the right man, the money would be forthcoming. The board failed to find an acceptable figure at this time—particularly with momentous problems ahead requiring a knowledge of the industry, and an organization. Again and again they entreated Mr. Ethridge to take over the post. He has the confidence of network affiliates whom he organized into a fighting phalanx on the AFM issue. He has the confidence of the rank and file of non-network stations by virtue of his fair and forthright handling of the last NAB convention. He finally agreed to accept, with the understanding that he would have as his first mate Phil Loucks, Washington attorney who built the first really potent NAB only to see it deteriorate into a weak, innocuous, dormant outfit. He needs no introduction to the industry.

The Ethridge-Loucks combination appears an ideal one for the job immediately ahead. The big problem is public relations. Both are experts in the field. Both are former newspapermen. Mr. Ethridge brings into the industry a fresh, detached viewpoint. Expect to see a really offensive battle; not one where the industry will apologize and ko-tow and trim! Expect to see a policy and a platform for the industry! Look for a well-manned trade association!

We do not overstate the fact when we say the industry is at the crossroads. One need only look over any issue of BROADCASTING to determine what lies ahead. This is not the time to appoint some high-sounding individual to be paid president. It takes intimate knowledge of industry problems to launch an offensive that cannot get under way too soon.

The appointments are for a transition period. Mark Ethridge will serve without compensation. He was instrumental in starting the battle for a virile, aggressive trade association, and he is going to follow through. The industry owes him more than a debt of gratitude.

The Ethridge-Loucks combination will serve probably until the next NAB convention late this year. In the interim they will build a working organization. Experts will be named for legal, labor, public relations, engineering and research posts. An executive officer will be designated as secretary-treasurer. There will be a ready-made, functioning, fighting organization when the full-time paid president does step into office probably at the next convention.

There may be those who will scoff and ridicule and allege that the board has not kept its pledge because it has not procured a "full-time" man—a big political shot, per se. There are those who have withheld payment of dues to the NAB pending selection of the new head. There are others who have insinuated the "same old gang" about NAB leadership, and have gone into print and press-release on it. The industry has gotten along without the co-operation and sage advice of those broadcasters in the past and the new NAB doubtless will be better off without them henceforth, even though a 100% united industry is desirable.

The NAB needs more than the dues of member stations to carry on under the new leadership. It needs the confidence and cooperation of every unit in the industry and in related fields. The NAB functions not for the aggrandizement of any individual or group, but for the 700-odd stations that make up the broadcasting industry. It is *your* business they are protecting, whether you are broadcaster, advertising agency, network, transcriber or set manufacturer.

---

which time the next annual membership meeting tentatively is planned. Whether that schedule can be adhered to depends upon the exigencies of the intervening months. It is fervently hoped, however, that when the new figure assumes office, he will have an effective organization already functioning and a definite course of action charted.

Resolutions Adopted By the Board

The first resolution to be adopted by the board was on the ever-present ASCAP situation. It voted a resolution reaffirming the action of the last convention in urging the Department of Justice not to drop the anti-trust suit against ASCAP and 130 other defendants. This suit has been pending since 1935, but has been dormant for the last two years with the latent threat that it might be dropped altogether.

Simultaneously the executive committee, comprising President Ethridge, Edwin W. Craig, WSM, Nashville; F. M. Russell, NBC Washington vice-president; Elliott Roosevelt, president Hearst Radio Inc., Walter J. Damm, WTMJ, Milwaukee, and Herb Hollister, KANS, Wichita, was instructed to begin at once exploratory consideration of the whole question of music copyrights with particular reference to the expiration of the industry's current five-year contracts with ASCAP which expire in 1940.

Acting on the report of Lloyd Thomas, WROK, Rockford, Ill., chairman of the committee of independent stations, the board voted to recognize the demands made upon independent stations by AFM as an industry problem and to underwrite the expenses of the committee and counsel fees for those stations which desire to undertake consultations and negotiations with AFM. Mr. Thomas has scheduled a meeting of his committee of nine in Washington for April 17, preparatory to another conference with AFM in New York April 20.

The board also voted to continue in force the sales managers' committee of which L. H. Avery, WGR-WKBW, Buffalo, is chairman.

Points to Fundamental Problems of Industry

Upon his appointment, Mr. Ethridge said:

My interest in radio arose from the feeling that an industry with such a great investment should have a strong trade association to handle both its external and internal problems. The more deeply I have become involved in it, the more strongly I realize that its problems are more fundamental than those that a mere trade association can handle.

Radio is a business that is in actuality licensed by the people. Without that licensing, because of the restricted number of radio channels, there would be utter confusion. Because of that, and because, moreover, it has direct entry into the homes of America, it is certainly affected with the public interest. It has, of course, a commercial basis in this country as opposed to governmentally owned and controlled broadcasting systems of some European countries.

The broadcasters of America believe that there is no essential conflict between privately-owned and operated radio and the public interest with which it is charged with serving. They recognize that there can be an intelligent reconciliation between the commercial aspects of their business and the public interest.

Radio as a commercial enterprise is about 15 years old, but it is still a growing, changing business. Nobody is in position off-hand to say what its future will be or should be. In setting up their new organization the broadcasters have been merely trying to create the instrument through which they may help to carve the destiny of an industry in which they, while recognizing the public interest, still have sizeable financial investments. They believe that with whatever faults it may have, the American system is still superior to any other system of broadcasting in the world and that a great part of that superiority lies in the encouragement of individual initiative within proper limitations. They believe, moreover, that it can best serve a democratic people as a medium of information, entertainment, and education if it is kept free for creative endeavor and for full and fair and frank discussion of public questions.

There is, in the long run no conflict whatever between the public interest and the concepts of good and decent business.

Action came following six weeks of intensive search for a paid executive indulged in by the executive committee with the assistance of the entire board of 19 additional members. A list of more than 100 names, submitted from various sources was closely scrutinized. Biographical sketches were procured and intimates and associates of the more likely prospects were interviewed. Finally, the list was boiled down to about a dozen men, some of whom were contacted personally. For varying reasons they were found either not acceptable or not available at this time.

Agrees to Accept Post With Loucks as Aide

From the start, however, efforts had been exerted to have Mr. Ethridge assume the post and relinquish his present newspaper-radio connection in Louisville. This he steadfastly declined to do because of his definite commitments and because he repeatedly stated he felt there were others better qualified for the position. It was only after Mr. Loucks had agreed to flank him by accepting the special counselship, and with the understanding that the search for the full-time executive will be pursued in ensuing months, that he acquiesced.

Mr. Ethridge's rise in radio has

(*Continued on Page 76*)

FCC Drops Newspaper Discrimination

Unanimous Decision in Canton Case Sets Precedent

See Article on Page 22.
See Editorial on Page 44.

BY A surphising unanimous vote, the FCC March 30 settled the newspaper ownership issue through adoption of a nondiscriminatory policy. It granted the transfer of WHBC, Canton, O., local, from Rev. E. P. Graham, Catholic Priest, to the *Canton Repository*, Brush-Moore property, for $21,000.

The opinion, tentatively approved by a four-to-three vote three weeks ago, was written by Commissioner T. A. M. Craven, who pressed for the nondiscriminatory policy on the ground that the Commission deals not in regulation of newspapers but of radio and that each individual case must be judged on its own merits and showing. He held a good case was made for WHBC.

The action had the effect of dispelling the uncertainty on newspaper ownership. It also eliminated the so-called local monopoly issue insofar as public opinion is concerned, since the case was founded on that issue. WHBC is the only station in Canton. The *Repository* is the only daily newspaper.

Follows Court Ruling

The policy came on the heels of the opinion of the U. S. Court of Appeals for the District of Columbia holding that no existing law bars newspaper ownership of stations. On March 18, the FCC by a four-to-three vote, decided to establish this new policy. Voting for the transfer were Commissioners Craven, Case, Brown and Payne. Chairman McNinch and Commissioners Sykes and Walker voted against the grant on this tentative vote. The action became unanimous at the March 30 session. The decision will be effective April 8.

New harmony within the FCC was predicted as a result of the action. After several weeks of internal strife, marked mainly by clashes of view as between Chairman McNinch and Commissioner Craven, it appeared that a definite change had taken place and that there would be no effort toward "one man rule", or anything of that character. Chairman McNinch avowedly has been the White House spokesman of the FCC.

The action represents a reversal of policy in force practically since Chairman McNinch took over the FCC helm Oct. 1. It has been a burning issue for more than a year, with definite legislative efforts underway seeking to bring about complete divorcement of newspapers from station ownership on purported grounds of tendencies toward monopoly in public opinion.

The action also presages action on other transfers of stations to newspapers, about a dozen of which are pending. Such transfers, it is presumed, will be considered without regard to the newspaper factor, but on actual showings made consistent with established policy and precedent.

Furthermore, it similarly augers for a hands-off policy on sales of stations generally, provided prerequisities as to qualifications are met and price is not entirely out of line. Since the WHBC case involved both the transfer and the newspaper issue, it therefore is in the nature of a key case likely to break the log jam on both issues.

The basis for the majority action was that the FCC, under the law, has no jurisdiction whatever over newspaper ownership or operation of stations except under the broad "public interest, convenience and necessity" clause. A similar attitude, it is understood, is harbored by a majority of the Commission with respect to station transfers.

Thus the effect of the action appears to be that of passing the ball to Congress on these issues. In other words, if newspaper ownership is to be checked or sales of stations to be blocked on any legal basis, it must be by revision of the Communications Act of 1934 or by some other statute. Lawyers familiar with radio practice have expressed doubt as to the legality of any legislative act designed to prescribe such restrictions, feeling that in the final analysis any such barriers would be viewed by the Supreme Court as running counter to the constitutional guarantees relating to property rights, freedom of action, and freedom of expression.

It is an open secret that the Administration has looked askance upon the steadily increasing acquisition of stations by newspapers, either through new grants or by purchase. It is generally believed also that Chairman McNinch, when he assumed the FCC chairmanship, was given instructions on establishment of policy in connection with that trend and he has been vigorously opposed to any further newspaper inroads, although he has not advanced that view publicly. The result has been that until the decision on WHBC, newspaper acquisitions of stations have been stalemated.

The WHBC action actually was taken on a tentative basis March 16. At that session, it is reported, Commission Craven was instructed to write the opinion for the majority. This opinion was formally presented March 30 and ratified.

Pending Newspaper Cases

Among the more important newspaper transfer applications pending are those involving purchase of WREN, Lawrence, Kans., by the *Kansas City Star*, which already operates WDAF; purchase of the capital stock of WMAL, Washington, by the *Washington Star;* and purchase of WNAX, Yankton, S. D., by a new company in which Gardner Cowles Jr., editor-in-chief of the *Des Moines Register-Tribune* and executive head of the Iowa Broadcasting Co., operating KSO-KRNT and WMT, would acquire the outlet. Other transfer cases still pending involve acquisition or lease of KSFO, San Francisco, by CBS and of WAPI, Birmingham, under management lease by a new company in which CBS would hold a 45% interest.

The Canton action does not necessarily mean that all of these other pending cases will be granted. In one case the FCC recently held that acquisition of a second station in the same city by interests already operating a leading station was contrary to the policy and tended toward local monopoly. In another case the FCC recently awarded a new station license in Port Huron, Mich., to a nonnewspaper applicant over the competitive application of a newspaper applicant, which appeared to set a precedent on newspaper ownership.

Only Station in Canton

The WHBC case was heard by Examiner Dalberg on Nov. 5 and 6, 1936. It involved applications for modification of the WHBC license to operate full time on the 1200 kc. channel with 100 watts night, 250 watts day in lieu of its specified hour operation on that frequency and assignment from the Catholic Priest Rev. Graham, to the Brush-Moore newspaper. The question of renewal of license also was involved. Examiner Dalberg recommended that the renewal be granted and that the assignment of the station to Ohio Broadcasting Co., Brush-Moore subsidiary, be approved at the $21,000 figure. This report was rendered March 17, 1936.

The fact that WHBC is the only station in Canton and that the *Repository* is the only daily newspapare in the city, presented an extreme case involving tranfers in which the monopoly in public opinion issue was pressed vigorously by opponents of the transfer, it is understood. There also was involved in the case of renewal of license the lease of the station by Rev. Graham without approval, in such a way as to violate the law. Examiner Dalberg held that while the clergyman had relinquished his control of the station, the agreement was cancelled as soon as its illegality was brought to his attention.

SAFETY AWARD—The NBC *Sunday Drivers* program was awarded the Commercial Investment Trust plaque for promotion of safe driving in 1937. Here are Fred Hall (left) and Arthur Fields (right), directors of the program, and John W. Darr, CIT vice-president.

NBC, CBS Issue New Rate Cards

NBC and CBS have just issued new rate cards, the former dated April 15, the latter April 1, and both coincidentally being numbered 24. Both cards show time zones in which stations are located and also indicate which cities change to daylight saving time in the summer, an innovation that should save many time buyers' worries.

The CBS card is much like the previous one; NBC's reflects a move toward flexibility in network policy by dropping the Red and Blue appellations of the supplementary networks, which are now numbered and available with either of the Red or Blue basic networks. Thus the NBC advertiser, having made his choice of basic network, selects the supplementary groups from all available NBC facilities, with a choice between two groups in the Southcentral, Southwestern, Mountain or Pacific Coast areas.

Minimum Stations

Minimum number of stations which may be used in various groups where selection is possible has been changed to not less than 5 in Group 1 (Southeastern), not less than 5 in Group 3 (Southcentral), and not less than 7 in Group 6 (Southwestern). Immediate addition of KPFA, Helena, and KSEI, Pocatello; May 1 addition of KTOK, Oklahoma City; KGKO, Fort Worth-Dallas, and KTFI, Twin Falls, and June 1 addition of WALA, Mobile, will bring the total number of NBC outlets to 150. KTOK, KGKO and KXYZ, Houston, have been collected into a second Southwestern Group; KPFA, KSEI and KTFI have been added as bonus stations to the North Mountain Group. Rate changes raise WMBG, Richmond, from $120 to $140 per evening hour; lower WMPS, Memphis, from $160 to $140, and give KGU, Honolulu, an hourly rate of $160 regardless of time of day.

New CBS rate-card shows the following changes: WADC, Akron, formerly on the list of optional stations for the basic network, is now one of the 22 minimum basic. The basic supplementary group is larger by the addition of WCSH, Charleston, W. Va., and WPAR, Parkersburg, formerly in the Southeastern group; and WESG, Elmira, recent addition to CBS. The Southwestern group is smaller by one station, KGKO, Wichita Falls, which has moved to Fort Worth and is now an NBC outlet.

The Southeastern Group, formerly composed of 12 stations, now has 10. WJNO, West Palm Beach, has been moved to the Florida group; WCSH and WPAR have gone to basic supplementary; and WRDW, Augusta, formerly in the Southcentral group, has been added.

Southcentral group, formerly 13 cities, is now 11. WALA, Mobile, moved to NBC and WRDW, Augusta, moved to CBS Southeastern group. The Florida group has added WJNO and has raised the rates of WQAM, Miami, and WDAE, Tampa, so that the group rate is now: Full hour, new, $550, old $500; half-hour, new, $330; old, $300; quarter-hour, new, $220, old $200.

In the mountain group KVOR, Colorado Springs, has been moved to the list available individually with mountain or Pacific Coast.

General Mills Selects Baseball List

Will Use 70 Stations; Kellogg, Atlantic, Socony Plans

AGAIN two cereal manufacturers and two oil companies will head the list of baseball sponsors this season, General Mills advertising Wheaties, Kellogg Co. its Kellogg's Corn Flakes, Atlantic Refining Co. its White Flash gasoline and oil, and Socony-Vacuum Oil Co. its Mobilgas and Mobiloil.

General Mills will sponsor, either alone or with Socony, baseball broadcasts on 59 stations. Last year General Mills spent over a million dollars using some 80 stations. Expenditures this year again will approach the million mark as time costs and announcer's salaries have increased the past year.

The 59-station list is not complete, however, and a few more stations are expected to be added before the start of the baseball season, bringing the total near the 70 mark.

The General Mills list as of March 30 follows: WBBM WIND WJW WHAM KFAC WIRE WOKO KMOX WATL WJAX WTCN WAGA WHN KYA WCBM WTOC KXBY KBTM KVOS KIRO KMO, KGHI WSAI KTUL WGR WNOX KGA WAPO KLRA WSYR WJSV WCPO WHAS KPO WISN WCLE WCCO KIT WHK WNEW KDAL WBNS WTAR KSO WRR KROW WHIO KFAB KEX WCAU WHO KLZ WMIN WSPD WTOL and a special network consisting of KRNT KMA WMT and WNAX.

Announcers' Conference

The annual baseball conference of General Mills' announcers at the Edgewater Beach Hotel, Chicago, April 10-11, will be attended by all announcers except those from the Pacific Coast. The general mechanics of the conference will be handled by Knox Reeves Adv., Minneapolis agency handling all baseball commitments for General Mills.

Bill Slocum, nationally known sports writer who has been engaged by General Mills, will preside at one or two of the sessions. Mr. Slocum, currently making a tour of the training camps, has extended personal invitations to many of the leading figures in the baseball world. According to a General Mills executive, "the most important feature of the conference will be the establishment of closer personal relations between the announcers and the baseball men and Mr. Slocum will devote himself particularly to that task."

In Chicago, General Mills will co-sponsor Cubs and White Sox games on WBBM with Socony and will also sponsor the games on WIND. Kellogg, sponsoring on WJJD, also will broadcast the series of exhibition games between the Cubs and Sox the week of April 1. P. Lorillard Co., New York (Old Golds), will sponsor the games on WGN while Texaco will sponsor on WCFL.

Wm. Wrigley Jr., Cub owner, is indirectly returning the money he has received from the stations for broadcast rights to Cubs contests by sponsoring various programs over all the stations carrying Cub games. Neisser-Meyerhoff has the account. Norge Refrigerators is entering the Chicago baseball picture this year by sponsoring *Inside Baseball*, a quarter-hour baseball resume preceding the games. Cramer-Krasselt Co., Milwaukee, has the Norge account. Miller Hi-Life Beer is sponsoring a quarter-hour nightly sports show with Hal Totten on WCFL through Roche, Williams & Cunnyngham, Chicago. John R. Thompson Co., Chicago (restaurant chain), will sponsor nightly re-creations of the Cubs and Sox road games from 7-8 p. m. on WIND. Nelson Bros. Furniture Co., Chicago furniture chain, through the George H. Hartman Co., Chicago, will sponsor a quarter-hour baseball program, *Tenth Inning*, over WBBM, while Newart Co. (credit clothiers in Chicago) will sponsor a summary and scores on WIND following the broadcasts, Malcolm-Howard Adv. Agency, Chicago, has the Newart account.

The Kellogg list could not be obtained as BROADCASTING went to press but the sponsor has been negotiating in a large number of cities. Among first stations signed by Kellogg were WSGN, Birmingham, with exclusive broadcasts of Barons games at home and away; WDSU, New Orleans, at home and away; KSL, Salt Lake City, three programs a week.

Repeating the procedure of last year, General Mills and B. F. Goodrich Co. will jointly sponsor baseball on the West Coast this year. But less than a fortnight before the opening day of the Pacific Coast League series on April 2, Westco Advertising Agency, San Francisco, which is buying station time for the release of the games, did not have its station list complete.

E. E. Sylvestre, manager of Westco, stated that only about 50% of the stations he planned to use had actually been signed. But from authoritative sources it was learned that much of the difficulty in securing station time was due to the heavy commercial commitments, which had been previously scheduled or promised. This, coupled with the fact that the Pacific Coast League baseball teams will work under intricate split schedules during the season this year and daytime and night games, makes it difficult for the average station to clear all the time demanded by the sponsors.

Golden Gate Contract

In the San Francisco Bay area, one station out of the two or three planned to be used, had been definitely signed. That was KROW, Oakland.

KFBK, Sacramento, was unable to take baseball this year but will broadcast a quarter-hour sponsored program direct from the dug-out. KYA, which for the past six years has broadcast the baseball games in San Francisco, had not closed negotiations March 28. KGO likewise was negotiating for release of some of the games. A convention of West Coast baseball broadcasters for General Mills was held in Los Angeles March 28.

Atlantic Refining Co. has formed a new network, the Atlantic Athletic Baseball Network, to broadcast the home games of the Philadelphia Athletics. With WIP, Philadelphia, as key station, the A's home games will be fed to WHP, Harrisburg; WGAL, Lancaster; WORK, York; WSAN, Allentown; WEST, Easton; WEEU, Reading; WPG, Atlantic City; WDEL, Wilmington. Atlantic will also sponsor all games played by the following teams of the Eastern League: Williamsport Grays on WRAK, Hazelton Red Sox on WAZL, Binghamton Triplets on WNBF, Elmira Pioneers on WESG, Wilkes-Barre Barons on WBRE and the newly-formed Hartford team's games on WTHT.

Atlantic and Kelogg will co-sponsor all games of Rochester Red Wings on WHEC and of Buffalo Bisons on WEBR, and the home games of Albany Senators on WOKO and WABY. In the South these two companies will likewise cooperatively sponsor the Charlotte Hornets on WSOC, Richmond Colts on WRTD, Winston-Salem Twins on WSJS, and Augusta Tigers on WRDW. In a similar joint sponsorship arrangement Atlantic and General Mills will broadcast the games of the Baltimore Orioles on WCBM. Atlantic will also sponsor a sports review, featuring Chet Smith, on WJAS, Pittsburgh.

CHERRY BLOSSOMS—In Washington attract all sorts of people including those who like to see dawn break through. Early strollers on March 28 were astounded to hear loud noises coming from a p.a. system mysteriously rigged up during the night. It turned out that Arthur Godfrey of WJSV was broadcasting his early morning *Sun Dial* from the blossom basin. Engineer Don Saunders assisted What-a-man Godfrey.

Baseball schools for youngsters who want to be trained in the national sport will be established in Eastern League cities on the radio list and possibly in Baltimore, under Atlantic sponsorship. In Philadelphia Atlantic and Kellogg will co-sponsor such a school [BROADCASTING, Feb. 15].

N. W. Ayer & Son, Philadelphia, agency for both Atlantic and Kellogg, has not yet completed the schedule of baseball broadcasts for the latter company.

Liggett & Myers Tobacco Co., New York, will start a series of baseball scores and highlights on NBC-Red on April 18. Each weekday evening at 6:30-6:45, Paul Douglas will give fans the latest baseball dope in the interest of Chesterfield cigarettes on some 50 stations. Agency is Newell-Emmett, New York.

I. Lewis Cigar Mfg. Co., Newark, on April 4 will start a 15-minute daily baseball resume series on WINS, New York, presented by Don Dunphy, for Seidenberg cigars. Milton L. Lewis Adv. Agency, Newark, handles the account.

New York Cigar Series

CONSOLIDATED CIGAR Corp., New York, the week of March 14 started a schedule of 10 spot announcements a week on New York State stations WIBX, WHEC, WSYR. On April 4 WBEN will be added. Contracts run for eight weeks, placed by Erwin, Wasey & Co., New York.

LEVER BROS. Co., Cambridge (Rinso), on March 22 started two quarter-hour musical programs a week on Radio Luxembourg. Agency is J. Walter Thompson Co., New York.

AFM PACT AND SMALL STATIONS

WSGN Leases Club, Hires 10-Piece Orchestra and Charges Admission to Variety Show

HOW the smaller station may successfully handle the burden of AFM assessments is exemplified in the weekly *Variety Show* on WSGN, Birmingham, Ala. Soon after signing its musicians' contract, WSGN leased the local Pickwick Club for 13 weeks, hired a 10-piece orchestra and scouted for amateur talent in Birmingham and nearby towns.

The first half of the hour show was sold to Liberty Trousers Co., manufacturers of wash suits and work trousers. Sears, Roebuck Co. contracted for the second half. Both companies were supplied with many tickets for the show and admission fee of 10 cents was charged all others who attended the show.

The show was sold to the sponsors at a flat price of a fraction higher than double the half-hour rate. Admission fees pay expenses of musicians, talent, engineers, wire charges, and rent. *Variety Show* is fed over the Alabama Network to WJBY, Gadsden, and WJRD, Tuscaloosa, with talent appearing from both stations. At the end of the 13-week period the show will be discontinued because of baseball broadcasts, but it may be continued in the fall, according to WSGN.

After *Variety Show* had become popular, local theatre managers complained that it detracted from their business. WSGN had traded plugs for unlimited complimentary tickets and when the theatres complained, this practice was discontinued. The theatres threatened to withdraw advertising from the *Birmingham News & Age Herald*, lessor of WSGN, but the threat was withdrawn.

Non-Network Stations Seeking AFM Pact

By BRUCE ROBERTSON

Independents Strive to Protect Rights at Convention In New York; Concessions Demanded From Union

LAST possibility for an open break between broadcasters and union musicians disappeared March 28 when a convention of non-network broadcasters, meeting in the Hotel New Yorker, New York, voted to follow the example set last summer by the network affiliates and to attempt negotiation of a satisfactory settlement with the union.

Decision was reached after hours of stormy debate and after a series of speakers had pointed out the impossibility of waging a victorious anti-union fight at this time. There was no note of surrender, however, and the assembly gave the negotiating committee strict and definite instructions to protect the rights of the independent broadcasters and to secure every possible concession from the American Federation of Musicians.

Changes Sought

While in general agreement with the provisions of the IRNA contract negotiated by the network affiliate stations, the independents made it clear that many changes would have to be made before the document would be acceptable to them. Since most of the non-network stations are located in small cities in which musicians are generally engaged in some other occupation during the daytime and since the quotas of the stations, figured on the 5.5% basis used in the IRNA agreement, would in most cases cover full-time employment for only one or two musicians, the independents would like to have the privilege of using their quotas to hire a full band or orchestra as a weekly or monthly feature.

They would like to use students and other non-union talent for sustaining programs without being obliged to hire union stand-bys. They want the union to consider the fact that these stations have to purchase transcription libraries, an expense which the network affiliate can avoid. They want a guarantee that their expenditures for musicians shall get them musicians who can be used as such, and not for librarians, copyists and record turners.

Of the 384 non-network stations licensed by the FCC, 37 are noncommercial, seven are located outside the U. S. proper, 11 are as yet only construction permits, and 329 are commercial. Total 1937 income of the 329 commercial stations was approximately $17,000,000, of which more than $8,000,000, or nearly half, was taken in by the 38 stations whose individual incomes are $100,000 or better. Of these 38, 22 are located in large cities and are employing musicians under the jurisdiction of AFM locals. At the other extreme, 112 stations have annual incomes of less than $20,000 and so would be exempt from AFM demands, according to several speakers who quoted AFM President Joseph N. Weber as saying that stations with such low incomes could not be expected to employ live musicians.

The feeling was expressed that it would be unfair to exempt a station with an annual income of $19,999 and to set a 5.5% quota on one whose income is $20,001, and it was suggested that the $20,000 figure be made an exemption for all independent stations, their expenditures to be 5.5% of all income above $20,000. It was also suggested that since the network stations have an advantageous set-up and secure most of the commercial business, a lower base rate should be applied to the independents. This is not likely, however, as the IRNA contract specifically states that if a lower rate is given to any station it shall also apply to IRNA.

A peculiar aspect of the situation is that although the meeting was called to consider AFM demands, no demands have been made directly of the independent stations. But when the union told the makers of electrical transcriptions and phonograph records that AFM members would make no more discs for use by stations not having union contracts [BROADCASTING, March 15] the stations were automatically involved.

Questionnaires Returned

Lloyd Thomas, WROK, chairman of the National Committee of Independent Broadcasters, five-man board set up at a meeting of independents during the special NAB convention in New York last fall, called a committee meeting in Washington on March 18, which in turn, notified all independent stations of the situation and called the general independent convention in New York for March 28. Forty-five stations were represented at the convention, but Mr. Thomas said that this does not represent the total interest among non-network stations, as he has received letters from many other broadcasters regretting their inability to attend and asking to be informed of the convention's action.

Morning session of the convention was devoted chiefly to a review of the union demands from their first presentation last July, through the IRNA negotiations and up to the present, made by Mark Woods, NBC vice-president who represented the transcription industry at the session. In answer to numerous questions from the floor, Mr. Woods made it clear that while the transcribers were unwilling to sign the present AFM licenses with their illegal boycott provisions, AFM's complete domination of capable musicians made it certain that unless the independent stations come to an agreement with the union they will not get any more transcriptions, either commercial or sustaining.

A discussion of the position of the phonograph record companies and such groups as the National Association of Performing Artists, led by Gordon P. Brown, WSAY, and Pat J. Stanton, WDAS, led to a statement by Lawrence B. Morris, general counsel of RCA-Victor, to the effect that the record manufacturers believe that when they pay artists and musicians to make records they have purchased a property right which the station does not buy when it spends 75 cents for a record made for home use. It is not equitable, he said, for a station to expect to buy name talent to entertain its listeners at 75 cents a record.

Rights of Record Makers

Following a fiery attack on the boycott AFM is trying to get the transcription firms to apply against the stations, Gregory Gentling, KROC, urged the independents to face the facts and work out the best possible solution, and Stuart Sprague, attorney, told them that they are now facing the same problem as that confronting IRNA last fall and they have little choice but to follow IRNA's example. Philip Loucks, special counsel for NAB, reported on his conference with Mr. Weber, and offered any help he could give to the independents in their negotiations.

Getting down to action in the afternoon session, the convention authorized the committee, which it also increased from five to nine members, to negotiate with the union for the purpose of setting up a national yardstick for local application by each station and local union. Committee was also authorized to deal with manufacturers of transcriptions and phonograph records in the interest of the stations, each station at all times reserving the right to sign contracts that would bind it to any course of action.

The committee now stands as follows: Lloyd Thomas, WROK, chairman; Harold A. Lafount, WELI, WCOP, WORL, WNBC, vice-chairman; C. Alden Baker, WRNL, Gregory Gentling, KROC; Jack R. Howard, WCPO; Henry B. McNaughton, WTBO; Stanley N. Schultz, WLAW; Edgar P. Shutz, WIL, and Frank R. Smith, WWSW.

A subcommittee consisting of Messrs. Thomas, Lafount and Smith met with the AFM Board on March 29 for a preliminary discussion. The full committee will meet with the AFM on April 20, by which time it hopes to have received filled-out questionnaires from all independent stations so that it will be in a position to begin negotiations without further delay. Committee will meet in Washington several days before the 20th to complete arrangements before coming to New York.

Pending the independent session, negotiations of transcription makers with AFM have been postponed. Representatives of firms making phonograph records have had a number of meetings with the union in an attempt to work out a satisfactory license. They have made some progress but are still stuck on the boycott clause, according to a spokesman. They, too, expect to resume negotiations with AFM shortly.

First step was technically completed on March 18, when the IRNA committee, represented by Emile J. Gough, exchanged the contracts signed by network affiliates for those signed by AFM locals. IRNA committee at that time also addressed a letter to Mr. Weber, pointing out that these stations are "relying upon the assurance given by you that the Federation will not interfere with the supply of recordings and transcriptions to signing affiliates, one of the chief inducements for the execution of the contracts." All IRNA stations have signed, it is understood, except in New Orleans, Savannah, Shreveport, Fargo and a number located in towns where there are no local unions.

REGISTRATIONS AT AFM SESSIONS

W. C. Alcorn, WBNX, New York
C. Alden Baker, WRNL, Richmond
L. A. Benson, WIL, St. Louis
Gordon P. Brown, WSAY, Rochester
Ralph R. Brunton, KJBS, KRE, KLS, KGGC, California
Miss Eve Chamberlain, WFMD, Frederick, Md.
Frank E. Chizzini, NBC Transcription
Frank R. Clarke, WWRL, Woodside, N. Y.
A. A. Cormier, WINS, KYA
Alexander W. Dannenbaum, WDAS, Philadelphia
C. Lloyd Egner, NBC Transcription
Howard S. Frazier, WSNJ, Bridgeton, N. J.
Gilbert Freeman, WTAL, Tallahassee, Fla.
M. P. Frutchey, E. V. Brinckerhoff & Co.
Gregory Gentling, KROC, Rochester, Minn.
Benedict Gimbel Jr., WIP, Philadelphia
Paul F. Harron, WHOM, Jersey City
Herb Hollister, KMMJ, Clay Center, Neb.
Jack R. Howard, WCPO, Cincinnati
Harold A. Lafount, WELI, WCOP, WORL, WNBC
Joseph Lang, WHOM, Jersey City
Philip G. Loucks, NAB
David Mackay, RCA Mfg. Co.
Walter H. Maier, WWRL, Woodside, N. Y.
Lawrence B. Morris, RCA Mfg. Co.
Henry B. McNaughton, WTBO, Cumberland, Md.
Joseph M. Nassau, WIBG, Glenside, Pa.
Fred E. Pereira, WMEX, Boston
Wm. S. Pote, WMEX, Boston
Everett E. Revercomb, NAB
Elliott M. Sanger, WQXR, New York
Stanley N. Schultz, WLAW, Lawrence
Frank R. Smith, WWSW, Pittsburgh
Stuart Sprague, attorney
Pat J. Stanton, WDAS, Philadelphia
Chet L. Thomas, KFRU, Columbia, Mo.
Harold Thomas, WATR, Waterbury, Conn.
Lloyd C. Thomas, WROK, WDWJ, WHBF, WTAX, WDZ, WILL, WHIP, WAAF
B. C. Thomason, KFXR, Oklahoma City
James A. Wagner, WHBY, Green Bay
Mark Wood, NBC
Loren Watson, Assoc. Music Pubrs.

Station Financial Data Asked In Questionnaire by the FCC

Not Related to Proposed Uniform Accounting System or Rate Regulation, Says Craven

ALTHOUGH not definitely associated with its chain and monopoly investigation order, the FCC on March 25 sent to all broadcast stations a detailed questionnaire seeking full information on fiscal operations of stations for the calendar year 1937. The replies, which are requested by April 25, would provide statistical information on station operations which heretofore has never been made available.

It was emphasized by Commissioner T. A. M. Craven, primarily responsible for the drafting of the questionnaire, that it has no direct relationship to any proposed uniform system of accounting for stations or to any effort designed to result in rate regulation or limitation of broadcast station profits.

Commissioner Craven said the questionnaire seeks basic data relating to his study of the social and economic aspects of broadcasting, released in his report of Jan. 20. There is no present proposal to institute the form as an annual proposition but it is simply a "one time" effort to procure basic data.

Uniformity in Data

It is possible, according to Commissioner Craven, that the Commission may adopt the form, or some modification of it, as a means of procuring uniform "returns" from stations on their financial operations, in lieu of the proposal of Chairman Frank R. McNinch for a uniform system of accounts, to which serious objection has been raised. The data thus supplied, Commissioner Craven pointed out, would give the Commission comparable data on station operations for the 1937 calendar year. He pointed out also that it was closely related to his proposed "Appendix F" which was a part of his social and economics report [BROADCASTING, Feb. 1]. Additional data was supplied by the FCC accounting department following conferences with W. J. Norfleet, chief accountant.

In a press release issued coincident with the announcement of the questionnaire, Commissioner Craven said that in addition to this information, Chief Accountant Norfleet has been directed to secure from chain companies more comprehensive data as to their financial situation. A questionnaire also is being drafted to procure information for the super-power hearings scheduled for May 16.

"This was done," said the Commissioner, "in order that the Commission might have accurate data and a more complete understanding of the complex financial structure involved in the operation of broadcasting as a system in this country." He added that the information would be of substantial assistance and benefit "to all concerned in the progressive development of broadcasting, particularly in the social and economic phases of the application of this relatively new invention to the service of the public."

While the questionnaire has no direct bearing upon the chain-monopoly inquiry ordered by the Commission, the results nevertheless would prove useful, according to Commission spokesmen, both in that study and in the superpower hearing scheduled for May 16. Other questionnaires relating to the chain inquiry are in preliminary stages of drafting under the direction of Mr. Norfleet.

Investment Figure

The comprehensive questionnaire issued as Order No. 38, would show detailed information in every aspect of station operation. For the first time an effort would be made to procure a figure on actual investment in station properties by broadcast stations. The figures also would show the net income of stations individually and of the industry as a whole. The returns would be sworn to by stations.

The bulk figure of investment in the broadcasting industry from its beginnings in 1920 as against profits for the 1937 year, would divulge that nature of information for the first time and would show the huge obsolescence turnover of stations. The order was issued under authority of Section 308-B of the Communications Act, which authorizes the Commission to seek complete data from stations in connection with issuance of licenses or renewal of licenses. All stations in the broadcast band 550-1600 kc. are required to submit this information. The data must cover the calendar year ended Dec. 31, 1937 or the date nearest thereto upon which the licensee closed its books of account.

Industry Reaction

The questionnaire immediately brought repercussions from within the industry, since much of the data requested is not available in station files—particularly those inquiries relating to network data which the station affiliate itself does not have at hand. Networks, it is understood, have been besieged with questions from affiliates on this information.

Many stations, notably smaller units, were expected to experience difficulty in providing certain of the data. Inquiries also have been directed to the FCC accounting department regarding particular questions.

There was some skepticism expressed over the questionnaire because of the thought that it might serve as a basis for possible tax legislation. Detailed information on payment of taxes, both Federal and State, is sought. FCC Chairman McNinch has announced his intention of studying the tax situation with the likelihood that recommendations may be made in the future.

General instructions issued in connection with the order were as follows:

1. Each licensee operating a regular broadcast station should report in conformity with the attached forms on paper not larger than 8x13 inches information with respect to the results of its broadcast operations and activities incident thereto.

2. The report should be made as of December 31, 1937, or the nearest date within one week thereof as of which the accounts were closed and should embrace the results of operation for not less than the 52 preceding weeks unless the station had been in operation for a shorter period of time, in which event the report should embrace the entire period of operation.

3. Each licensee operating two or more regular broadcast stations should file a separate report for each station operated by such licensee and also a report that will embrace the combined results of operation of all stations operated by such licensee.

4. If the licensee is also engaged in activities outside the field of regular broadcasting and those incidental thereto and the amounts reported in response to the attached forms have been determined by apportionment, that fact should be indicated, and the method of apportionment described.

Text of the questionnaire follows:

Report showing financial results of broadcast operations for the period—and investment in property devoted to broadcast purposes as at —, 193—.

For radiobroadcast stations (Type A3 emission) licensed by the Federal Communications Commission.

Executed by (or for) —.

Licensee of radio station — or nonlicensee network —.

Address — (Street or P. O. box No.), city —, state —.

Name and address of person with whom correspondence is to be conducted concerning this report —.

Form of ownership (corporation, partnership, or sole proprietorship) —.

If a corporation, name the state, or jurisdiction, under laws of which incorporated —.

Date of incorporation or organization —.

Principal business in which engaged, other than radiobroadcasting —.

Call letters of all radiobroadcast stations operated by respondent (place in parentheses the call letters of those stations not owned by this respondent), and network of which each such station is a unit —.

To be executed completely and forwarded, in duplicate, directly to the Federal Communications Commission, Washington, D. C.

Income statement for the period —.

(a) Revenue:

1. Time sales: network —, local —, national spot —, national spot placed locally —.

2. Talent and miscellaneous sales (analyze Schedule A) —.

3. Gross sales —.

4. Less: Agency commission —.

5. Net sales —.

(b) Expenses:

1. Salaries to officers —.

2. Salaries to all others (except employes included under program expenses as detailed below) —.

3. Payments to national representatives and other time brokerage commissions —.

4. Program expense (include salaries and fees for performers, talent, orchestras, announcers, production men, script writers, musicians, orchestra units and other organizations furnishing complete programs; transcription services, royalties on music, records, etc.) —.

5. (a) Program and talent expenses to be paid by sponsor —.

(b) Less: Program and talent expenses paid by sponsor —.

6. Advertising, sales promotion, miscellaneous selling and publicity —.

7. Repairs, maintenance and supplies —.

8. Light, heat, power and miscellaneous rents —.

9. Rent for broadcasting equipment leased from others —.

10. Wire costs —.

11. All other general expenses not detailed above —.

12. Depreciation, specify rate —.

13. Amortization of intangibles applicable to broadcasting —.

14. Taxes (applicable to broadcasting, except Federal income taxes) —.

15. Total expenses —.

(c) Net revenue from broadcasting services —.

(d) Rent from broadcasting equipment leased to others —.

(e) Total broadcasting services income —.

(f) Other income —.

(g) Gross income —.

(h) Income deductions —.

(i) Net income before Federal income taxes —.

(j) Estimated Federal income taxes (deduct) —.

(k) Net income for the period —.

Note: A station with net sales (item (a)5 above) less than $25,000 for the period, or with net sales (item (a)5 above) averaging less than $500 per week for a period less than one year, may report in the aggregate only for items (a)5 and (b)15.

Schedule A—Other broadcast revenue (to be described) —.

Talent sales —.

Total other broadcast revenue (see item (a)2 —.

Net Affiliate Return

1. (a) Is station a network affiliate? —. (b) If so, specify which networks —. (c) If so, give average number weekly sustaining program hours taken from each network —.

2. Average number weekly sustaining program hours furnished by station —.

3. Attach a separate schedule to show the amounts of network revenue derived from each network, and the dates of affiliation with such networks —.

4. State the amount of the difference between the network revenue reported above and the amount of net billings to users for such network broadcasting, with respect to the time of this station —.

B. If broadcasting activities are conducted in space owned by the licensee, but which is also devoted (or forming part of a larger space devoted also) to other purposes, state the amounts included as rent therefor and charged to broadcast expense, $— appearing in items (b)8 or (b)9.

C(1). Does the licensee sell or exchange broadcasting time for considerations other than cash, such as advertising space in newspapers, periodicals, or other publications; space in buildings; use of equipment; occupancy of land or similar considerations? Answer (yes or no).

C(2). If the answer is "yes", describe the considerations received and evaluate such time in terms of money on the basis of applicable rates and show the aggregate amount for the period covered by this report.

A. Investment in property devoted to broadcast services as of December —, 1937, showing original cost; depreciated value; replacement value new:

1. Transmitting equipment (include power supply and modulation units) — — —.

2. Studio equipment (speech input, microphones, etc.) — — —.

3. Radiating systems (towers, ground, etc., installed) — — —.

4. Other technical equipment — — —.

5. Total technical equipment — — —.

6. Furniture and fixtures — — —.

7. Other personal property — — —.

8. Real estate — — —.

9. Other property devoted to broadcast services (specify) — — —.

10. Grand total of broadcasting property — — —.

CHIEF ACCOUNTANT

DIRECTS STUDY — William J. Norfleet, chief accountant of the FCC, is handling the preliminary "paper" work pursuant to the order adopted by the FCC for a far-reaching inquiry into chain operations, alleged monopolistic tendencies, and other aspects of commercial broadcasting.

FCC Starts Inquiry by Gathering Data

Flood of Inquiries to Be Submitted to Nets, Stations; Crowded Agenda May Delay Holding of Hearings

A BARRAGE of questionnaires, inquiries and similar requests for data will soon be loosened upon the networks and broadcast stations as the preliminary phase of the FCC investigation of broadcasting, ordered March 18. While hearings will be held, they are not expected to take place for several months and no thought yet has been given even to a tentative date.

Immediately following adoption by the FCC of the broad-gauged resolution offered by Chairman Frank R. McNinch, the FCC accounting department was instructed to procure statistical data primarily from the networks as the first phase of the study. W. J. Norfleet, chief accountant, said March 24 that he is supervising this work personally.

Simultaneously, an analysis of network contracts with affiliated stations and of network ownership of stations, along with related data available in FCC files, was begun by the law department in conjunction with the accounting department. This preliminary paper work may take several weeks. Supplemental data required will be sought through questionnaires or letters of inquiry from groups in the industry.

Internal Strife

The investigation ordered by the Commission transcends a purely chain broadcasting and monopoly study, which was initially proposed by Chairman McNinch. Economic and social aspects of broadcast operation, following closely the pattern outlined by Commissioner T. A. M. Craven in his ponderous social and economics report of last January, also are embraced in the inquiry. Action on the resolution on March 18 came after one of the most bitter conflicts within the FCC since that agency's creation. A running story of the action on the resolution which covered a three-day period, is told in the official minutes of the meetings on March 16 and March 18 (published in full text on this page).

Confronted with an ever-increasing volume of work, now led by its chain investigation, but also including superpower hearings scheduled for next month, there is talk of a possible return to a division mode of operation in modified form, as a means of overcoming this docket "hump." While it hasn't reached the stage of Commission consideration, individual commissioners are projecting that idea with the likelihood it may be raised formally in the near future.

Moreover, there is the possibility that a commissioner or perhaps a group of commissioners will be appointed to follow through on the network inquiry. This course may not be decided upon until the preliminary paper data is in hand. The fact that a hearing on the investigation appeared to be months away may augur for delegation of a commissioner or committee of commissioners to supervise the preliminary work. It is felt now that the Commission en banc will insist upon participating in the hearings.

With some 200 broadcast docket cases, its report to Congress on the AT&T investigation, and its telegraph rate increase case still pending, the FCC found itself almost hopelessly swamped when it adopted the composite resolution to investigate chain broadcasting, alleged monopolistic tendencies in the industry and other economic and social aspects of broadcast operation. It was this condition, more than anything else, which resulted in revival of conversation for a possible revision of the method of FCC operation whereby autonomous divisions might be reestablished to handle particular activities.

Two Divisions Proposed

The present practice of having the full Commission act on all save purely routine items, was introduced last November 15 at which time divisions were abolished by Chairman McNinch as his first official action following assumption of the FCC helm Oct. 1. That it has not functioned as anticipated is reflected in the mass of work that has accumulated. Whether the effort will be to return to the old three-division structure of broadcast, telephone and telegraph, with two members assigned to each, and the Chairman sitting as the third man on each, is conjectural. In the preliminary conversation there is some thought of doing that, but instead of assigning members permanently to each group, they might be rotated at intervals of several months or possibly a year. Another plan is to separate the FCC into two divisions—broadcast and common carrier—which would place all telephone and telegraph matters in one group and all broadcast matters not common carrier in the second division.

Industry reaction to the investigation order has been almost entirely favorable. Few discordant voices have been heard, since an inquiry was regarded as inevitable, either by the FCC or by Congress. The broadcasting industry has been the target of attacks for so long that it was felt that steps would have to be taken to clarify the atmosphere.

Even the investigation order brought another siege of Congressional criticism from the usual sources—Reps. McFarlane (D-Tex.) and Wigglesworth (D-Mass.). Mr. McFarlane's blast came on March 17, after Commissioner Craven had offered his resolution. Rep. Wigglesworth made his attack on March 19, describing the proposed investigation as a "whitewash" and again demanding an inquiry of the FCC by Congress rather than an industry inquiry by the FCC.

Both CBS and Mutual issued statements promising cooperation with the Commission in its study. No comment was made by NBC. CBS President William S. Paley pointed out that CBS' development as a coast-to-coast network "prevented any possibility of a network monopoly." He said contracts between Columbia and its affiliated stations have been on file with the FCC since 1934 and that his network will cooperate fully in making available any pertinent information the Commission may not now have and which would appear to be helpful in its administration of the Act.

Mutual announced it welcomed the decision for the thorough investigation in a telegram to Chairman McNinch jointly signed by Alfred J. McCosker, chairman of the board, and W. E. Macfarlane, president. The network offered its fullest cooperation and said it would place its personnel and records at the Commission's disposal.

Adoption of the order came only after a split in FCC ranks that

(*Continued on Page 63*)

Official Minutes of FCC Meeting on Inquiry . . .

The story of how the FCC voted its investigation of broadcasting, with particular emphasis on chain operations and purported tendencies toward monopoly, is told fully in the minutes of the en banc meetings of the Commission March 16 and March 18. Because of the importance of the subject, BROADCASTING herewith presents in full text the minutes of the two meetings:

Upon completion of the discussion of matters upon the agenda for the meeting, Chairman McNinch, pursuant to notice given each of the Commissioners by memorandum of March 15, 1938, called up for discussion and approval the following memorandum, copies of which had been distributed with said notice:

Memorandum for: Commissioners, March 15, 1938. I should like to bring the attached memorandum up for discussion and Commission approval immediately after the regular agenda has been disposed of at tomorrow's meeting.

Memorandum for: General Counsel, March 15, 1938. It is the intention of the Commission to make a study and investigation of stations engaged in chain broadcasting with a view to promulgating special regulations applicable to such stations. You are hereby directed to prepare an appropriate order or orders requiring licensees of stations engaged in chain broadcasting to supply the Commission with all pertinent data relating to the following:

- (a) The contractual right and obligations of stations engaged in chain broadcasting, arising out of their network agreements.
- (b) The extent of the control of programs, advertising contracts and other matters exercised in practice by stations engaged in chain broadcasting.
- (c) The nature and extent of network program duplication by stations serving the same area.
- (d) Contract provisions in network agreements providing for exclusive affiliation with a single network and also provisions restricting networks from affiliation with other stations in a given area.
- (e) The extent to which single chains or networks have exclusive coverage in any service area.
- (f) Program policies adopted by the various national and other networks and chains, with respect to character of programs, diversification, and accommodation of program characteristics to the requirements of the area to be served.
- (g) The number and location of stations licensed to or affiliated with each of the various national and other networks. The number of hours and the specified time which such networks control over the station affiliates and the number of hours and the specified time actually used by such networks.
- (h) The rights and obligations of stations engaged in chain broadcasting so far as advertisers having network contracts are concerned.
- (i) Nature of service rendered by each station licensed to a chain or network organization, particularly with respect to amount of program origination for network purposes by such stations.
- (j) Such other related matters as in the opinion of the staff should be considered by the Commission in connection with the adoption of such regulations.

Much data relating to the above is already in the files of the Commission. Certain additional data can probably best be obtained by requiring stations to file statements with the Commission. A great deal of the information desired by the Commission can, of course, only be obtained at a hearing. The Commission desires that appropriate orders and notices of hearing be prepared with a minimum of delay. The Chief Engineer, the Chief Accountant and the Secretary will cooperate fully with the General Counsel in this matter. The Commission desires a report in response to this memorandum not later than April 1, 1938.

Chairman.

After the Chairman finished reading the memorandum Commissioner Craven handed to the Commissioners copies of the following proposed order:

At a meeting of the Federal Communications Commission held at its offices in Washington, D. C., on the ________day of March, 1938:

The Commission having under consideration certain practices or trends in radio broadcasting:

Whereas, there was filed with the Commission on January 20, 1938, a report relating to the social and economic aspects of broadcasting, wherein was strongly urged the necessity for additional data and further study of facts with reference to a number of important phases of the broadcasting industry, including monopolistic trends, competitive practices and contractual relationships between chain companies and network stations; and

Whereas, it has been charged that certain monopolistic practices or trends which would result in monopoly in radio broadcasting exist or may exist; and

Whereas, the Federal Communications Commission has not undertaken to make available complete facts and data which would establish the truth or falsity of such charges; therefore,

It is ordered that the Federal Communications Commission immediately investigate these charges and that a committee consisting of three Commissioners be appointed by the Commission to conduct hearings and otherwise to fulfill the requirements of this order.

Commissioner Craven moved the adoption of the above Order, which motion was seconded by Commissioner Payne. Commissioner Case moved to table Commissioner Craven's motion in order to permit the Commission, before voting on said motion, to dispose of the question of whether Chairman McNinch's memorandum should be transmitted to the Law Department. The motion to table was seconded by Commissioner Sykes. On a vote it was defeated 4 to 3, Chairman McNinch and Commissioners Sykes and Case voting in favor of the motion and Commissioners Craven, Payne, Brown and Walker voting against it. Chairman McNinch then offered a substitute motion, moving the approval of his

(*Continued on Page 62*)

XUM

KEHE and WINS Sales Closed; Hearst Receives Other Offers

All But WCAE on the Market; Identity of Groups Seeking Other Properties Is Not Divulged

WITH the sales of KEHE, Los Angeles, and of WINS, New York, definitely closed for $400,000 and $250,000, respectively, subject to usual FCC approval, steps toward sale of other Hearst radio properties are going forward as part of the general plan toward "gradual liquidation" of portions of the publisher's estate.

As reported exclusively in the March 15 issue of BROADCASTING, negotiations are in progress for all of the Hearst radio holdings except WCAE, Pittsburgh, which is not on the market. Offers have been made for the four stations in the Southwest group (KTSA, San Antonio, KOMA, Oklahoma City, KNOW, Austin, and WACO, Waco), as a group proposition, along with International Radio Sales Inc., station representative subsidiary, and International Radio Productions, another recent Hearst adjunct. Similarly, there have been a number of preliminary propositions on other Hearst stations, including WBAL, Baltimore, WISN, Milwaukee, and KYA, San Francisco.

Prolonged Negotiations

Because of the status of the negotiations, which may be prolonged over a period of months, the identities of those who have submitted offers have not been divulged. Dealing for Mr. Hearst are Joseph V. Connolly, president of International News Service and chairman of Hearst Radio Inc., and Elliott Roosevelt, second son of the President, who on Jan. 1 became president of Hearst Radio.

Despite early denials, Hearst officials have announced consummation of the sale of KEHE to Earle C. Anthony, Los Angeles automobile distributor and owner of KFI and KECA, and of WINS to Col. Arthur O'Brien, Seattle attorney and banker, and until two years ago a resident of Washington, D. C., and a Democratic National Committeeman. Col. O'Brien is general counsel and a minority stockholder of KIRO, Seattle, and has contracted for WINS as a personal venture. A. A. Cormier, Hearst Radio vice-president, would remain as executive head of the station upon consummation of the transaction, it is reported.

The KEHE transfer application will be filed April 1 or 2 by Louis G. Caldwell, counsel for Mr. Anthony, and Littlepage & Littlepage, Hearst attorneys. Whether an application for transfer of KECA, Los Angeles NBC-Blue outlet owned by Mr. Anthony, will be filed simultaneously depends upon negotiations currently in progress for its sale to other California interests, probably in San Diego. It is a foregone conclusion that Mr. Anthony will not seek to maintain KECA in Los Angeles, which would give him ownership of three stations, and steps to dispose of it for approximately $75,000 have been underway [BROADCASTING, March 15].

Application for transfer of WINS likewise is expected to be filed shortly by John W. Guider, attorney for Col. O'Brien and the Littlepage firm. While the sales price has been fixed at $250,000, adjustment of property holdings of WINS is involved and must be made prior to actual submission of the sales project to the FCC.

There is no effort to dispose immediately of the Hearst radio properties, but it can be stated without equivocation that all of them, with the exception of WCAE which is owned by Hearst Consolidated Newspapers, will be sold if acceptable terms are arranged. The identity of individuals involved in the proposed purchase of the Southwest block and of the two service subsidiaries, remained a secret, but the figure of $900,000 as an offer for them is understood to be accurate. Their projected sale has been under option to this undisclosed group.

A half-dozen interests, most of them local, have been bidding for WBAL, which cost Hearst some $465,000 in 1934. The projected sales price is believed to be substantially in excess of that figure. Similarly, there have been several propositions for WISN and KYA, but offers have not been divulged. In each instance, it is understood, local interests have been dominant.

The plan for gradual liquidation of Hearst properties was given credence March 19 when T. J. White, chairman of the executive committee of American Newspapers Inc., parent holding company for Hearst, announced appointment by Mr. Hearst of Clarence J. Shearn, former Supreme Court justice of New York, as trustee to reorganize his properties. In his announcement he said the 75-year-old publisher, "conscious of the uncertainties of life", had sought to place on a more permanent basis a comprehensive plan of management of his properties.

Wheeler-Lea Bill Broadening Powers Of FTC Over Advertising Is Now Law

By WALTER BROWN

THE Wheeler-Lea bill broadening the base of the Federal Trade Commission and giving that agency enlarged powers in dealing with false or misleading advertising of food, drugs, cosmetics and devices became law on March 22 when President Roosevelt signed the measure.

Although the new statute does not take effect until May 19, the FTC is already gearing its machinery to assume the added responsibilities which the legislation places upon it.

Mr. Roosevelt signed the bill without comment and in so doing wrote "finis" across a five-year controversy over whether the FTC or the Department of Agriculture would have jurisdiction over food and drug advertisements.

The Senate adopted the conference report on the Wheeler-Lea bill exactly one month after the House had taken similar action. The only protest against Senate approval of the report came from Senator Copeland (D-N. Y.) who fought to the end to give the Food & Drug Administration of the Department of Agriculture control over food and drug advertising.

"No Advance"—Copeland

His chief complaint was that the legislation did not go far enough and that Section 5 weakened the protection already afforded the public.

"The amendments make no substantial advance in the authority to deal with false advertising over what has been contained in the FTC act for more than 20 years," he said. Dr. Copeland took the position that since the act named only foods, drugs, devices and cosmetics the FTC would sacrifice its control over misleading advertising of a host of other products.

This contention caused Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee and co-author of the bill, to remark:

"Apparently someone has given the Senator some misinformation as to what is in this bill as it came from conference.

"I read the bill," Dr. Copeland shot back.

"If the Senator read it, then he misunderstood it, because the statements he has made on the floor show clearly that he has not understood the legal interpretations which are placed upon it," Senator Wheeler retorted.

Mr. Wheeler explained the genesis of the legislation. He pointed out that under the Supreme Court decision in the case of Federal Trade Commission v. Raladam Co., the FTC could not stop false advertisements of products until injury to a competitor was demonstrated. The purpose of his bill, he said, was to give the Commission power to issue cease and desist orders and to prosecute violators where there is injury to the public and regardless of whether or not a competitor is hurt.

When his bill reached the House, Senator Wheeler explained, the Interstate & Foreign Commerce Committee, of which Rep. Lea (D-Cal.) is chairman, lifted the food and drug advertisement provisions of the Copeland food and drug bill and made them a part of the pending bill, but gave jurisdiction to the FTC instead of the Department of Agriculture. The House passed the combined bill on Jan. 12 [BROADCASTING, Jan. 15].

During the debate in the House and Senate on the Wheeler-Lea bill it was frankly stated that the FTC was given an abundance of power in dealing with what it considers misleading or false advertisements. The bill undertakes to define false advertising as that which is "misleading in any material respect" and is made unlawful and an unfair trade practice.

Because of the large volume of food, drugs and cosmetic advertising carried over the air, the broadcasting industry will follow carefully the FTC administration of the new act. The manner in which the FTC uses its new powers will in the final analysis determine to what extent present day advertising will be affected.

A special section of the bill exempts broadcasters, publishers or any "agency or medium for the dissemination of advertising" from liability for carrying advertisements in violation of the act "unless he has refused, on the request of the Commission, to furnish the Commission the name and post office address of the manufacturer, packer, distributor, seller, or advertising agency, residing in the United States, who caused him to disseminate such advertisement."

Meanwhile the House Interstate & Foreign Commerce Committee is holding hearings on the Copeland Food & Drug Bill which has already passed the Senate. With the controversial advertising section already lifted from the measure and put into law, it is believed that the remaining parts of the bill, dealing with false labeling of food and drugs, will pass the session.

How It Will Work

In illustrating the operation of the new law to the Senate, Senator Wheeler said:

"John Doe files a complaint or the Federal Trade Commission proceeds on its own initiative and it says that a certain advertisement which is being circulated is a false advertisement or conceals the truth. Action can be taken if the advertisement is false and also if it conceals the truth. The Commission can say to a respondent 'Your advertisement is misleading — material facts are either not stated or they convey a false impression.' A complaint is lodged with the Federal Trade Commission. The Commission cites the respondent, and he has, on 30 days' notice, a hearing. If the product is, as the Senator suggests, one that might be injurious to the public, one which might cause death, the Commission can immediately get a temporary injunction in the Federal court until such time as they can make a thorough investigation. Also they can go ahead and say, 'This advertisement on its face is so false that people who use the product in some way may be injured in health or may actually be killed.' The Commission can certify the case to the Attorney General and the Attorney General can file an information against the one putting out the product charging him with a criminal offense, and upon conviction in the Federal court the defendant could be punished by a fine of not to exceed $5,000 or 6 months in jail. So, so far as protecting the general public is concerned, first, the Commission can act upon their own initiative, or John Doe can file a complaint with the Commission that certain matter constitutes false advertising. The Commission examines the complaint and says 'we will set the case for hearing'.

"If in the meantime, while the hearing is pending or before a cease and desist order has been issued, the producer of the article continues to sell it, then the Commission may go into court and ask for a temporary injunction to prevent the selling of the article until the Commission has had an opportunity to pass on it, or the Commission can turn it over to the Attorney General and ask him to file an information charging the producer with a penal offense."

A New and Stronger Advertising Statute

By HENRY MILLER
Attorney, Federal Trade Commission

How the Federal Trade Commission Will Exercise Its Powers to Prevent False Statements and Claims

THE purpose of the amending legislation is to strengthen and supplement the Commission's powers under the original Federal Trade Commission Act of 1914. The new provisions are directed against two broad, general categories of business practices: (1) the use of unfair methods of competition or of unfair or deceptive acts or practices in commerce; and (2) the use of false or misleading advertising in respect to foods, drugs, devices and cosmetics, as to which special provision is made, both civil and criminal.

POSSESSORS—Of new authority to regulate advertising are the members of the Federal Trade Commission. Left to right are Charles H. March, Robert E. Freer, Garland S. Ferguson, Ewin L. Davis and William A. Ayres.

In respect to the first, Section 5 now provides that—

"Unfair methods of competition in commerce, and unfair or deceptive acts or practices in commerce, are hereby declared unlawful."

The Commission is empowered and directed to prevent their use by persons, partnerships or corporations[1] "except banks, common carriers subject to the Acts to regulate commerce, and persons, partnerships, or corporations subject to the Packers and Stockyards Act, 1921, except as provided in section 406 (b)[2] of said Act."

Cease and Desist Orders Subject to Review

The familiar cease and desist order procedure of the Commission is employed for this purpose. Such order may be issued after hearing and upon findings of fact in proceedings brought by the Commission in the interest of the public. All such orders are subject to review and enforcement by the United States Circuit Courts of Appeals, which are given specific jurisdiction to affirm, modify, set aside, or enforce the orders. Further review by the Supreme Court may be had upon certiorari when granted by that court.

The inhibitions against the methods, acts and practices declared unlawful by Section 5 are applicable to trade and industry in general, and they are not confined to any specific class of commodities as is the case under the so-called food and drug sections discussed below.

Section 5 of the original statute, enacted in 1914, merely declared "unfair methods of competition in commerce" to be unlawful. The amending statute broadens the prohibition by adding the words "and unfair or deceptive acts or practices in commerce." The enlarging effect of this additional phrase, however, may not be readily apparent in view of the fact that unfair or deceptive acts or practices have long been considered by the Commission and the courts to be "unfair methods of competition" when, in the given case, they were proved to have been used in competition and with injurious effect upon the business of competitors.

The additional words "unfair or deceptive acts or practices", however, have the virtue of definitely bringing under the condemnation of the law the use of such unfair or deceptive business conduct against the public interest, irrespective of whether competition is or is not involved and regardless of whether some competitor may or may not have been injured.

Special Provisions On Foods, Drugs, Cosmetics

As to false advertisement of foods, drugs, devices and cosmetics, additional remedies are provided by the amended act. These are found in Sections 12, 13, 14 and 15, and are both civil and criminal in nature.

Section 12 (a) provides:

"It shall be unlawful for any person, partnership, or corporation to disseminate, or cause to be disseminated, any false advertisement—

(1) By United States mails, or in commerce by any means, for the purpose of inducing, or which is likely to induce, directly or indirectly the purchase of food, drugs, devices, or cosmetics; or

(2) By any means, for the purpose of inducing, or which is likely to induce, directly or indirectly, the purchase in commerce of food, drugs, devices, or cosmetics."

"False advertisement", which it is unlawful to disseminate or cause to be disseminated, is declared to include any advertisement "which is misleading in a material respect" whether by reason of what is stated or by reason of failure to reveal material facts (Section 15).[3] There is thus included specific provision against deceptive concealment, or what might be called actionable non-disclosure.

Except as to labeling, the advertisements covered are not limited as to form in which they may be disseminated, whether written, printed, oral, electrical, or otherwise.

Radio Advertising Covered by the Statute

The provision excluding labels from these special remedies is found in Section 15, which states: "For the purposes of sections 12, 13, and 14—(a) The term 'false advertisement' means an advertisement, other than labeling, * * *."

However, advertisements by radio, by telephone, by word of mouth, by newspaper, magazine, billboard, telegram, letter, or by separate pamphlet, handbill, circular, et cetera, are undoubtedly covered. Even the stationary billboard and skywriting do not appear to be exempt, because if they induce or are likely

(*Continued on Page 64*)

A FEW days ago President Roosevelt signed the Wheeler-Lea Bill enlarging the powers of the Federal Trade Commission, particularly with respect to advertising control. FTC now assumes greatly enlarged power over advertising of foods, drugs, cosmetics and devices. Perhaps one-third of radio's gross income is derived from these products. Because of the importance of this new law to advertiser, medium and agency, BROADCASTING asked Henry Miller, FTC attorney and authority on trade practices, to describe, in quasi-legal language, the manner in which it will function. Mr. Miller is assistant director of the Trade Practice Conference Division and a member of the Trade Practice Board of the FTC.

HENRY MILLER

---

[1] Section 4 of the Federal Trade Commission Act as amended provides: "'Corporation' shall be deemed to include any company, trust, so-called Massachusetts trust, or association, incorporated or unincorporated, which is organized to carry on business for its own profit or that of its members, and has shares of capital or capital stock or certificates of interest, and any company, trust, so-called Massachusetts trust, or association, incorporated or unincorporated, without shares of capital or capital stock or certificates of interest, except partnerships, which is organized to carry on business for its own profit or that of its members."

[2] Section 406 (b) of the Packers and Stockyards Act reads as follows: "On and after the enactment of this Act, and so long as it remains in effect, the Federal Trade Commission shall have no power or jurisdiction so far as relating to any matter which by this Act is made subject to the jurisdiction of the Secretary, except in cases in which, before the enactment of this Act, complaint has been served under section 5 of the Act entitled 'An Act to create a Federal Trade Commission, to define its power and duties, and for other purposes,' approved September 26, 1914, or under section 11 of the Act entitled 'An Act to supplement existing laws against unlawful restraints and monopolies, and for other purposes,' approved October 15, 1914, and except when the Secretary of Agriculture, in the exercise of his duties hereunder, shall request of the said Federal Trade Commission that it make investigations and report in any case."

[3] Section 15 (a) covers this point as follows: "(a) The term 'false advertisement' means an advertisement, other than labeling, which is misleading in a material respect; and in determining whether any advertisement is misleading, there shall be taken into account (among other things) not only representations made or suggested by statement, word, design, device, sound, or any combination thereof, but also the extent to which the advertisement fails to reveal facts material in the light of such representations or material with respect to consequences which may result from the use of the commodity to which the advertisement relates under the conditions prescribed in said advertisement, or under such conditions as are customary or usual. No advertisement of a drug shall be deemed to be false if it is disseminated only to members of the medical profession, contains no false representation of a material fact, and includes, or is accompanied in each instance by truthful disclosure of, the formula showing quantitatively each ingredient of such drug."

Many Changes Made in Net Schedules With Approach of Daylight Saving Time

APPROACH of daylight saving time and summer is bringing a number of changes in network schedules [BROADCASTING, March 15], with the usual juggling of time and stations.

Additional CBS clients who have scheduled changes for daylight saving include: Wm. Wrigley Jr., Co., Chicago, for *Just Entertainment*, shifts from the early to the repeat broadcast WJR and WGAR. Philip Morris & Co., New York, *Johnny Presents*, shifts to the repeat broadcast KLRA, WCOA, and WHAS. Colgate - Palmolive - Peet Co., Jersey City, for *Gang Busters*, adds a repeat broadcast for six Pacific stations, at 1-1:30 a. m. EDST. Campbell Soup Co., Camden, shifts to the repeat show WTAM WWJ WLW KSD KSTP.

Off for the Summer

Among the shows leaving the air for the summer and for other reasons are, at NBC: Lambert Pharmacal Co.'s *Grand Central Station* and Household Finance's *It Can Be Done*, both of which go to CBS; American Rolling Mill's *Armco Band;* General Mills' *Jack Armstrong;* General Foods' *On Broadway;* Thomas Cook's *Travel Talks;* Sherwin-Williams Paint's *Metropolitan Auditions of the Air;* Campana's *Grand Hotel;* American Banks' *Philadelphia Orchestra;* American Tobacco's *Melody Puzzles;* General Foods' *Jack Benny* (to be replaced by a summer show, *What Would You Have Done?*) Wm. Warner's *Behind Prison Bars* S. C. Johnson's *Fibber McGee and Molly*. NBC gains at this time Glass Container Assn.'s *Steinie Bottle Boys;* Nehi's *Royal Crown Revue;* Pepsodent's *Career Woman* (on Pacific-Red only); and new shows for Allis-Chalmers, General Mills, Liggett & Myers, and Sherwin-Williams.

AT CBS, shows going off include Zenith Radio's *Zenith Foundation;* American Home Products' *Hammerstein Music Hall;* Vick Chemical's *Open House* and *Tony Wons;* American Tobacco's *Edwin C. Hill;* Gulf Oil's *Phil Baker;* Heinz' *Carol Kennedy's Romance* and *Magazine of the Air; Carborundum Hour;* General Foods' *We the People;* Pontiac's *News Through a Woman's Eyes;* Lehn & Fink's *Follow the Moon* and *Dr. Dafoe;* U. S. Rubber Co.'s *Ben Bernie*. New shows at CBS include Griffin's *Time to Shine;* Household Finance's *It Can Be Done;* Lambert's *Grand Central Station;* Joe Lowe Corp's *Popeye the Sailor;* McKesson & Robbins' *Girl Interne;* Brewers' Radio Show Assn.'s *Monday Night Show;* Tillamook Creamery's *Dairy Maid*.

Mutual loses Delaware, Lackawanna & Western's *The Shadow;* and gains Lambert Pharmacal's *True Detective;* Philip Morris' *What's My Name?*; and General Mills' *Get Thin to Music*.

Sweetheart for 18

MANHATTAN SOAP Co., New York (Sweetheart Soap), through Milton Weinberg Adv. Co., Los Angeles, on March 29 started a twice-weekly quarter-hour transcribed commentary series on 18 stations. The discs feature Thomas Conrad Sawyer, commentator; Ruth Jordan, beauty authority, with Dick Joy announcer. They were produced by Bernard Weinberg, with William Krauch assisting and cut by Radio Recorders, Hollywood. Series is titled *Thomas Conrad Sawyer* and contract is for 52 weeks. Stations include WBAL, WEEI, WGR, WBBM, WLW, WJR, WCCO, WCAU, WPRO, WHAM, KMOX, KDKA, WOR, and WGAR. Soap company for the past year has sponsored Sawyer as "live talent" on KFI, Los Angeles and KNX, Hollywood, and on April 1 renewed for another 39 weeks, once weekly. The KNX schedule on April 12 will be increased to two programs weekly. Sponsor credits the KFI and KNX programs with having increased sale of Sweetheart soap nearly 300 per cent in the southern California area during the past year.

Oneida Using 34

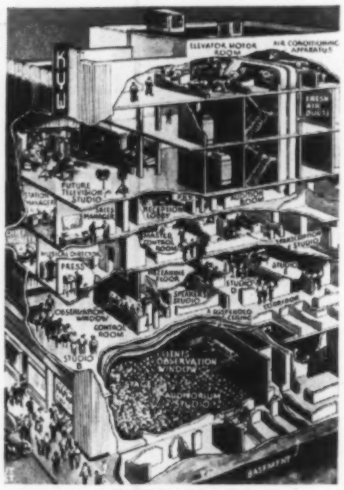
ONEIDA Ltd., Oneida, N. Y. (silverware), is placing its quarter-hour *Peggy Tudor* transcriptions through BBDO, New York, on these stations beginning April 4 for 10 weeks: WGN WOR KPO KNX KWK WBZ-WBZA WCCO WJR WLW KOIN WCAU KDKA WHK WDAF WFAA KOMO KDYL KOA WOW WGR WFBR WGST WOAI WJAX WWL KHQ WKY WSM WGY WHO KFH WJSV KPRC KWKH. As a result of tests last fall on WGR and KSTP, it was decided to use daytime hours.

Servel Returns 'March'

SERVEL SALES Inc., New York, on April 7 starts sponsorship of *March of Time* on the NBC-Blue network, Time Inc. relinquishing its sponsorship for the summer. Servel sponsored the program during the spring and summer of 1937 on CBS. Agency for both accounts is BBDO, New York.

Force on 15 in East

HECKER PRODUCTS Corp., New York (Force cereal), will place one-minute transcriptions on about 15 stations in New York, Pennsylvania and New England, to be heard five days a week. The schedule will run for six or eight weeks, starting about April 18. Agency is Erwin, Wasey & Co., New York.



CROSS-SECTION—Of the new $600,000 KYW Building at 1619 Walnut St., Philadelphia, which will be opened May 16, according to an announcement by Leslie Joy, KYW manager. Seven stories high, the entire building will be used for radio with the exception of the ground floor store area. Two floors are reserved for television and the building is located at the terminus of the New York coaxial cable. In addition to a large auditorium studio seating 225 persons, there are five studios, offices, master control room, client's audition room and transcription room. The Philadelphia Radio Center is air conditioned throughout. KYW operates on 1020 kc. with 10,000 watts and has applied for 50,000 watts.

'Columbia Square'

ONE OF Hollywood's most historic locations received a new label March 18 when a sign reading Columbia Square was officially installed on the northwest corner of Sunset Blvd. and Gower St., famous as the site of the first motion picture studio in the West and now entering a new era with completion of the new CBS $2,000,000 building. Official opening ceremonies of the CBS five-story structure which will be the network's West Coast headquarters, have been set for April 30. It will be attended by CBS executives from the East. Charles Vanda, western program director, has arranged a special two-hour broadcast.

DUG UP—This site of NBC's Hollywood Radio City is being graded at Sunset Blvd. and Vine St., with foundations already in place. An alert photographer got the cement tower and a telephone pole between camera and the big signs on the KNX-CBS building but they can be noticed by close inspection of the original photograph.

Gardner Nurseries Use 300 Stations

Year Round Broadcasts Boo Business for Iowa Firm

FOR THE eighth consecutive year the Gardner Nursery Co., Osage, Ia., launched a pretentious spring radio campaign recently, which together with its usual 12-month spread of spots, will involve an expenditure in excess of $350,000. According to Edwin A. Kraft, manager of Northwest Radio Advertising Co., Seattle, which handles the account, the nursery is using both five-minute spots and 15-minute programs, supplemented by occasional half-hour shows.

More than 300 stations are being used, including outlets in every community in the nation. On most of the larger stations the schedule includes a daily 15-minute program of old tunes. The five-minute programs are transcribed for the most part. Titan Production Co., San Francisco cuts the master and Allied in Hollywood does the pressing.

The Year Round

Gardner uses radio all year, varying the offer from time to time, and concentrating on Southern and Pacific Coast stations during the winter.

During the spring the campaign is quickly built up to a point where over half the stations in the country are releasing either transcriptions or live talent shows. The peak of the spring campaign runs from Feb. 15 to May 15.

The plan, according to Mr. Kraft, is briefly this:

Sample flower plants, shrubs, small trees, seeds and bulbs are sent out for the nominal cost of one dollar—which, incidentally, is about a third of the catalog value. The plants, which are exceptionally hardy, quickly take root and become a permanent "growing catalog" in a million homes. Naturally the follow up business from these satisfied customers in subsequent years runs into tremendous proportions. Every item advertised over the radio is guaranteed by the nursery to be exactly as represented. The nursery stands ready to refund the small amount paid in case of dissatisfaction for any reason whatever. Gardner has been in business at the present location for 72 years.

New WCCO Studios

TO CLIMAX the opening of its new $100,000 studios on April 7, WCCO, Minneapolis, will broadcast an half-hour program on CBS coast-to-coast network. Among the prominent persons to be introduced by Earl H. Gammons, general manager of WCCO, will be Mefford R. Runyon, CBS vice-president; D. D. Davis, president of General Mills; Elmer A. Benson, governor of Minnesota; George E. Leach, mayor of Minneapolis, and Mayor Mark Gehan of St. Paul. During the day WCCO will be feted by a squadron of navy planes and numerous programs will emanate from its new studios. All new equipment has been installed in the studios which comprise 13,000 square feet. Each studio will have an individual control room. The new building is located at 2nd Avenue South and 7th Street, Minneapolis.

BIG, YES!

— BUT NOT COSTLY!

●

Despite the size and importance of IOWA PLUS, you buy complete coverage *at amazingly small cost with WHO . . .*

Summed up in few words, the story of WHO power and cost is simply this: WHO has nearly eight times the night-time power of all nine other Iowa commercial stations *combined,* yet costs only one-third as much!

As for coverage, any WHO mail-return map will convince you. With almost mathematical regularity, WHO pulls about 60% of its returns from Iowa itself, and about 40% from the PLUS of "Iowa Plus" — which usually includes *every State in the Union!*

WHO *for* IOWA PLUS

DES MOINES — 50,000 WATTS

J. O. MALAND, MANAGER . . . . . . FREE & PETERS, INC., REPRESENTATIVES

Newspaper Ownership Is Held No Bar to Broadcast Grants

Appellate Court Criticizes FCC for Procedure In Some Cases and Establishes Several Precedents

THE FIRST legal ruling on the question of newspaper ownership of stations dispels any belief that the FCC has authority under existing law to do anything at all about that issue. This ruling came in one of two strongly-worded opinions of the U. S. Court of Appeals for the District of Columbia, rendered March 16, in which the court reversed the FCC in both instances and remanded appealed cases for new action.

In the appeal of KTSM, El Paso, Tex., from the FCC decision granting Dorrance D. Roderick, El Paso publisher, a new local station, the court ruled on the newspaper issue. It held that it knew of no provision of statute or rule of law which "forbids broadcasting by the owner of a newspaper."

The stunning reversals did not come as a complete surprise, since the newly-constituted court in recent weeks has been critical of FCC procedure in a number of opinions and during arguments. Until last December, when it ruled against the FCC, however, the court had not reversed the Commission on any basic opinions in some half-dozen years.

Procedure Criticized

Associate Justice Harold M. Stephens, who wrote the two opinions concurred in by his colleagues, took occasion to establish other rules of law and again took the Commission to task for its procedure in the handling of cases. The second case was that of Saginaw Broadcasting Co.'s application for a new local in Saginaw, Mich., which facilities were granted to Harold F. Gross, operator of WJIM, Lansing, and Edmund C. Shields, Democratic National Committeeman. In reversing the FCC in this case, the court remanded it to the Commission after holding that its conclusions were not based on fact and that its decision was erroneous in several particulars. Examiner Dalberg had recommended grant of the Saginaw application.

The newspaper issue was raised collaterally in the KTSM case and Justice Stephens ruled on it even though it was not the principal factor involved in the appeal. The decision likewise appeared to have the effect of nullifying the FCC decision of March 4 in which it held there should be competition between newspapers and broadcast stations and that where one applicant for a new facility is non-newspaper and the other associated with a newspaper, the former should be given preference. This decision came in the case involving competitive applications for a new local station in Port Huron, Mich., when the FCC granted the application to the partnership of Harmon Leroy Stevens and his father, Herman Leroy Stevens, against the competitive application of William W. Ottaway, president and business manager of the *Port Huron Times-Herald*.

An appeal in this case, in the light of the court ruling in the KTSM-Roderick case, is indicated. Counsel for KTSM and also for Ottaway are Philip G. Loucks and Arthur W. Scharfeld.

Findings of fact by the FCC relative to the showing of a public need for a new station must include the basic facts from which the ultimate facts, in the terms of the statutory criterion, are inferred by the Commission, the court held. In the KTSM case, Justice Stephens said the court was unable to determine upon what facts and for what reasons the Commission regarded an additional station as necessary. It added it could not review the evidence to determine whether or not there is substantial support for the findings.

In dealing with the newspaper issue, the court pointed out that KTSM urged that the Commission erred in failing to decide whether ownership of the proposed station by Roderick would result in unfair and destructive competition to KTSM because Roderick is the owner of a newspaper. KTSM contended that his joint control of newspaper and broadcasting facilities would give him "an unduly advantageous competitive position." Then the court continued:

"We know of no provision of statute or rule of law, and are cited to none, which forbids broadcasting by the owner of a newspaper. The absence of a finding upon the particular topic of Roderick's ownership of a newspaper is therefore not erroneous."

The court then dealt with the admissibility of testimony by examiners, again handing the Commission a jolt. It pointed out that KTSM complained that certain testimony of Roderick, which was admitted by the Commission over objection, was incompetent. Roderick had testified he had talked to a large number of people and then expressed the opinion that the people with whom he talked were unanimously of the view that another station would be very beneficial. He was also permitted by the examiner to add that definite commitments were made to support the station and to cooperate with it financially.

Adjudged Incompetent

"This testimony was incompetent," the court said. "While the Commission under familiar principles is not, as an administrative body, limited by the strict rules as to the admissibility of evidence which prevails in the courts, nevertheless, . . . the more liberal the practice in admitting testimony, the more imperative the obligation to preserve the essential rules of evidence by which rights are asserted or defended . . .'"

In deciding the Saginaw case, the court wrote a lengthy opinion, going into many procedural questions. Attorneys Herbert M. Bingham and Guilford S. Jameson appeared on behalf of Saginaw Broadcasting Co., appealing from the FCC decision granting the application of Messrs. Gross and Shields for a new station on 950 kc. with 500 watts and denying that of Saginaw for a new station on 1200 kc. with 250 watts local sunset and 100 watts night. The examiner had recommended granting of Saginaw's application and denial of that of Gross and Shields but the Commission in its decision of Feb. 9 last year reversed the examiner.

The court first ruled on the time

(*Continued on page 66*)

HOW THEY GET THEIR NEWS

'Fortune' Finds Fourth of Citizens Receive Most of It From Radio Newscasts

RESULTS of its quarterly survey called "Newspapers versus News Broadcasts" published in the April issue of *Fortune* magazine, indicate that 23.5% of U. S. citizens get most of their daily news from radio newscasts and that 45.2% get most of their daily news from newspapers. Those replying that they got their news from both sources totaled 28.2%.

The last installment of the *Fortune* survey [BROADCASTING, Jan. 1] revealed that the nation's favorite recreation is listening to the radio, that newspapers ranked far down the list of leisure occupations. It showed that while radio is primarily designed for entertainment, newscasts rank third among favorite programs. The combined popularity of the two leading commentators, Boake Carter and Lowell Thomas, nearly equaled that of the two leading entertainers, the survey indicated.

According to the present survey, "newspapers remain a nearly two-to-one favorite over the radio as a source of the nation's news, but two to one is a small lead for an institution whose function is primarily news, compared with one that is primarily devoted to entertainment. The lead is even smaller than it seems, because the people who answer 'both' apparently lean mainly on the radio for they think a great deal more like the radio listeners than they do like the newspaper readers.

What Manner of Folk?

"Who are these people who get their news by listening rather than reading? They are variously distributed through the nation by age and sex and income, by geography and size of community. They include 6% more of the young and 6% more of the women than of their respective elders and lords. News by radio is welcomed by twice as many of the poor as of the prosperous, of whom only 14.3% prefer listening.

"Housekeepers who like to listen while they work, wage earners and the unemployed rank by occupation at the head of radio news fans, while 60.2% of the nation's executives say they get their news from the papers (plus 25.2% who say 'both'). In rural districts the radio is more favored than elsewhere, but only 3.1% more than in cities over one million.

"And, unaccountably, unless it is due to better regional newscasts or worse newspapers, the Pacific Coast exclusively favors the loudspeaker more than any other part of the country—34.4% of its people get their news mainly from the air. Interesting also are the replies from the Southwest where 10.9% said they got their news from 'neither'. This is the section that has not heard of the slump.

"But the reasons given for the choice are not geographic. When asked: If you prefer the radio, why do you?, 28.4% answered that radio gave them news more quickly; 19.5% that it takes less time to find out what is going on; 11.9% that radio news is more interesting and entertaining.

"To people enjoying the benefits of a fairly good newspaper, some of the minor reasons for preferring the radio may sound a little fantastic — 'more complete', 'no mistakes', 'easier', 'fairer', 'newspapers more confusing'. But the 22.7% of the radio listeners who so answer (only 5.3% of the population) may here be simply raising a mild protest against such members of the press as deserve these unfavorable comparisons.

"Significant are the first three reasons, for they are advantages inherent in radio with which the best of papers can hardly compete. A lot of people who might otherwise look forward to buying the next edition of their paper are likely instead to watch the clock for the hour to turn on the world's routine news, or the developments of a European crisis, or the confessions of a reformed Republican. And what they hear is liable to sound so authentic, and personal and vibrant and final that the next day's paper will seem like warmed-over Monday hash not worth bothering with. This is an aggressive faculty of radio that is not likely to weaken with the years.

"Again, radio has another advantage in telling a compressed news story quickly. In a few effortless minutes the listener gets, wrapped in one package, the equivalent of the facts of a news dispatch, the editorial comment upon them and the columnist's personal interpretation. Radio's power is not only in summary but also in synthesis.

"What is a radio news commentator? He is closer to being a national newspaper than any paper has ever attempted to be. He blankets the spheres of influence of the most important daily editors. By an inflection of the voice, a suggestive pause, he may nearly as effectively color the meaning of the news as by rigorous editing of the script from which he reads it. Sometimes his speil is mainly extemporaneous. And in brevity and elimination of detail he out-tabloids the tabloids. Cutting through the parochialisms of the editors of 40,000,000 daily newspaper copies that both lead and mirror opinion in their communities, he is capable of becoming the most potent voice in the land."

PROJECTED . . . *as a New Network!*

PERFECTED . . . . . . *in Facilities!*

PROVEN . . . . *in Results!*

— *All in the* 1ST ★ *Year*

WITHOUT any fanfare of publicity or promotional propaganda, the Oklahoma Network began operations April 1st, 1937. The Network developed because it is logical that radio advertisers be provided with concentrated coverage of the markets served by member stations from one production source, and at one advertising cost. Seven out of the eight major markets of Oklahoma are thus served by the Oklahoma Network. Within its first year of operation the Oklahoma Network has developed a smooth-functioning production staff at its key station, has demonstrated its ability to produce results for advertisers and in short, has completely justified its existence!

A Few of Our "First Year" Advertisers

SCHLITZ *"Old Milwaukee"* BEER
"Sports"

PURINA MILLS
"Sing, Neighbor, Sing"

LYDIA E. PINKHAM COMPANY
"Voice of Experience"

OKLAHOMA GAS & ELECTRIC CO.
"30 Minutes in Hollywood"

DIXIE GAS & OIL
"Dixie Belles"

MERIT FEEDS
"Crossroads Store"

THE OKLAHOMA NETWORK

Affiliated with the Mutual Broadcasting System

COVERING A MARKET OF:

POPULATION . . .	1,712,064
RADIO HOMES . . .	233,700
RETAIL SALES . . .	$304,455,000

KGFF* — *Shawnee* **KCRC*** — *Enid* **KBIX*** — *Muskogee* **KADA** — *Ada*
WBBZ — *Ponca City* **KVSO*** — *Ardmore* **KTOK** — *Oklahoma City* **(Key Station)**

* Newspaper Owned

JOSEPH W. LEE, Managing Director, KTOK BUILDING
1800 WEST MAIN STREET OKLAHOMA CITY

JOSEPH HERSHEY McGILLVRA, (National Representatives)
NEW YORK CHICAGO SAN FRANCISCO

Central Shoe Co. Series Is Success Before Taking Air

Promotion Drive Gets Audience For the First Program

NOT EVEN a blizzard could spoil the high-pressure promotion campaign waged by WHB, Kansas City, when it started a transcription campaign for Central Shoe Co., St. Louis, with a theatre party for children.

Under direction of Don Davis, WHB manager, tickets were made available at the nine participating shoe stores. Children were enrolled in a club, store managers explaining that by joining the club and buying shoes at the stores, they could earn points for premiums. The premiums were displayed and special shoe sales were begun.

Included in the promotion were announcements, a quarter-page newspaper advertisement and a sound truck. The night before the program started some 7,000 children had enrolled and received tickets for the show. More important, Mr. Davis points out, several hundred of them came around to stores a second time and bought shoes, although the campaign was not yet on the air.

A Flying Start

The success of the campaign and the methods used are described by W. L. Reed, advertising manager of Central Shoe Co., as follows:

"We have placed numerous programs over various radio stations and some have been good and some not so good. Our years of radio experience have been costly, but now we feel that we have found the way to make broadcasting productive right from the start.

"On the evening of Feb. 2, Don Davis and myself laid out the program according to the manner in which we thought it would be most productive. We used spot announcements on the radio for two weeks prior to the opening date of the broadcast.

"We also decided to put on a free picture show for all the children of greater Kansas City, in order to create a listening audience for our first broadcast. In order to get the proper publicity for this, Mr. Davis suggested that we use a "traveling billboard" with a p. a. system. In other words, while we distributed our handbills to the schools and homes we could tell a complete story over this public address system, and it really worked out almost like the Pied Piper of Hamlin. The end of the first week we had received more box fronts and sent out more premiums by two to one over any other broadcast that we had put on.

"Our next move to increase the pulling power of this program is to change the premiums and to run special contests in addition to the premiums we are now offering for the return of the box fronts.

"Although we had a severe storm the day of our theatre party, we had a very good turn out of better than 2,000 children."

SALES of radio receiving sets in Canada in 1937 totaled 265,855 with a factory selling value of $22,629,506, compared with 247,920 sets valued at $22,175,833 in 1936, according to a Canadian government report.

New Series of Listening Areas by CBS Covers Night Hours; Daytime to Follow

VOLUME 1 of "CBS Listeners and Dealers," comprising the fourth series of CBS "listening areas" and the first series of "dealer influence zones" during evening hours, has just been released by the network. A second volume, to contain similar data for daytime hours, will be off the press early in April. Volume 1 consists mainly of maps and market data for 100 CBS affiliates, each station receiving a double-page spread containing a map shaded to indicate four gradations of evening coverage: Intense, very good, regular and occasional; a key for translating these shadings into actual audience figures; a smaller map showing primary and secondary zones of dealer influence, and a market data table including counties, rural, urban and total population, total families and radio families, automobiles, homes with electricity and gas, total retail outlets and retail sales, and a breakdown of outlets and sales by eight classifications, figures being shown for both primary and secondary areas.

Who Listens

Also included are national maps and data, showing that 85% of all families (91% of radio families) and 92% of the nation's retail business fall within CBS primary zones. The remainder of the book is devoted to explanation of the study and the techniques involved.

Basis of coverage maps is response to an offer of souvenirs to listeners writing in, broadcast during the week of March 29, 1937, by every CBS affiliate and a few stations scheduled to join the network shortly thereafter. To confine response to actual listeners, items offered were of low intrinsic value. To distinguish day and night response, maps were offered in the daytime, map-games at night. Stations were instructed to broadcast offer once in each three-hour period between 9 a. m. and midnight in announcements averaging 40 words, making four daytime and two evening offers daily for seven days. A total of 520,155 families responded.

Broken down by counties, this response was then translated into station coverage as follows: Station's home county response per 1,000 population was used as a base and all counties having between 50% and 100% of this response were counted as intense listening areas. Counties whose response ranged from 25% to 49% as large (per 1,000 population) as the base were ranked as very good listening areas; those with responses of less than 25% as regular listening areas, and those with no response to the test but from which mail had been received at other times rated as occasional listening areas.

Daytime and nighttime audiences are separated because (1) radio's skywaves, lost during daytime, are reflected back to earth at night, greatly increasing coverage, and (2) because many stations have higher power by day than by night. Audience response was used instead of field strength tests because "for the advertiser, only *listening* is coverage." Instantaneous and not accumulated mail patterns were used to show "listeners normally available to an average program."

Total markets instead of radio homes were used because advertisers "think and move in terms of total markets." For these four reasons and because same offer was being broadcast at same time by neighboring CBS stations, each station map represents "minimum coverage," says CBS, smaller than that these stations have "when they are not faced with competition from neighboring stations carrying the same program on the complete Columbia network."

This point of minimum coverage is stressed in a "sweeping correction" inserted in the front of each book, warning users to "multiply each map-area in this book by two or by three before you compare it with other current maps of station or network coverage." To enable users to translate the maps into numbers of actual listeners, 20,000 personal interviews, made the same week as the broadcast offers in station home counties by Starch investigators, showed what percentage of the total market owned radios and what percentage of these radio families listened regularly to CBS each week. Dealer influence zones, areas in which dealers listened to CBS stations, were measured by a blind questionnaire sent to 100,000 general store keepers, automobile dealers, grocers, druggists and gas station operators, also sent out to arrive during the same week as the broadcast offer.

The book is 9x12 inches, with cloth covers and contains 240 pages. Layout is designed for easy reference and book is adequately indexed. Dates on maps and cover are lacking, first mention of date of study appearing on page 225.

BAR GROUP STUDIES SPONSORED SERIES

THE American Bar Association is understood to be considering sponsorship of a series of dramatic programs currently being heard on WBEN, Buffalo, under sponsorship of the Erie County Bar Association. The national association is said to be pondering the idea of a nationwide network for a similar series, which subtly stresses the need of legal assistance. The Erie association is contemplating use of a statewide network.

Restricted professionally from direct advertising, this indirect approach was tested on WEBR, Buffalo, for 13 weeks, and a Tuesday evening series was recently signed on WBEN for 26 weeks. Three messages are emphasized by the dramas: What may happen in legal transactions without a lawyer; how a lawyer "saves the day", and his contribution to community life.

More than $14,000 has been raised by voluntary contributions of local lawyers to finance the WBEN series under the direction of David Diamond, Buffalo attorney. Scripts for the show are written by Josephine Hardwicke and Jerome Harris. The plots are taken from local cases or state law reports. Transcriptions of each broadcast are made and sold to other bar groups at a nominal cost. Scripts are available in printed form. Ellis Adv. Agency, Buffalo, handles the account for the Erie County association.

AMERICAN PLAN—Golf was indulged in by Lindsay Wellington (second from left), assistant director of broadcasting of the British Broadcasting Corp. on his visit to Washington March 23. In the foursome at Burning Tree Golf Club are (l to r) Thad Holt, operator of WAPI, Birmingham; Mr. Wellington; Harry C. Butcher, CBS Washington vice-president, and Paul Porter, CBS Washington counsel. Mr. Wellington is touring the country and plans visits to stations in Chicago, Denver, Salt Lake City, Hollywood and San Francisco before returning home.

Wham Buying Time

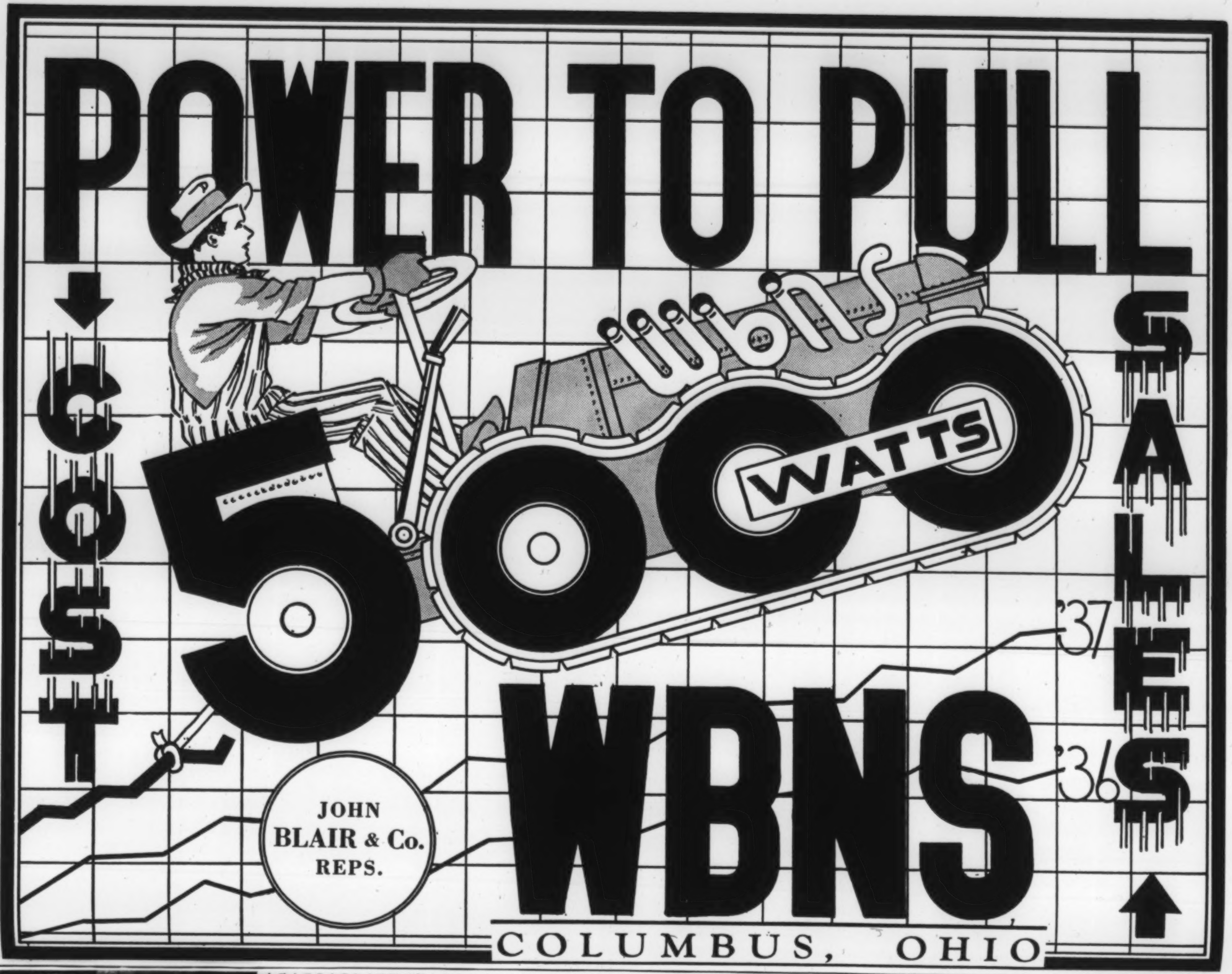
A NEW proprietary firm has been formed in Chicago under the name Wham Inc., which will be an extensive user of spot radio in 1938. The firm product is designed for relief of those suffering from effects of air, rail or ocean travel and dissipation. McKesson-Robbins has been appointed exclusive jobber and is obtaining distribution by leaving a package of Wham on a display card at drug stores and taverns. Stores may keep entire amount of sale and can then order any quantity they desire. First radio advertising of Wham started March 28 with a half-hour of the *Nite Watch* program over WIND, Gary. Other stations will be added throughout the country according to Hugh Rager, account executive of First United Broadcasters, Chicago agency handling the account.

Texaco Dealer Discs

TEXAS Co., New York, through Buchanan & Co., is planning a series of three programs in groups of 26 each, to go on the air in June. A cooperative arrangement with dealers is now being prepared, and dealers will have a choice of the three shows. The programs, to be recorded, will be 15 minutes in length, and will be both script and music. About 100 stations will be used.

Lockwedge Discs

LOCKWEDGE SHOE Corp. of America, Columbus (M. W. Locke shoes), has recorded a series of minute dramatized RCA discs to be placed locally by dealers. Eighty stations in the United States and 20 in Canada already are using the discs, with more being added daily, according to J. H. North, time buyer of Aubrey, Moore & Wallace, Chicago, the agency in charge.


POWER TO PULL
COST
5000
WATTS
WBNS
SALES
'37
'36
WBNS
JOHN BLAIR & Co. REPS.
COLUMBUS, OHIO

Associated Starts Track Broadcasts

Coast Oil Sponsor Covers 20 Meets During the Spring

FOLLOWING its policy of broadcasting major sports events, Tidewater-Associated Oil Co., Associated Division, San Francisco, has started a schedule of 20 track meets during the spring season. Harold R. Deal, advertising and sales promotion manager of Associated, said the firm has enlarged its coverage to include many network hookups. It has exclusive rights to broadcast the track meets.

The oil company will utilize seven California Radio System stations, KYA, KFBK, KWG, KMJ, KERN, KFWB and KFOX. In Oregon and Washington it will use 13 stations of Mutual-Don Lee network; 25 stations of the Mutual-Don Lee network on the Pacific Coast have been signed to carry the concluding feature of the track season, the Pacific Coast Conference championship at Berkeley on May 21. KRSC, Seattle, Wash., opened the track meet series on the evening of March 25 when an indoor meet was held.

Few Commercials

Mr. Deal pointed out that the sign-on and sign-off of the track meets will be done in the station studios as will the commercial announcements. The commercials will be worked in when there is no activity on the field, probably three or four to a broadcast.

Doug Montell has been chosen to announce the track meets in Northern California and John Carpenter in Portland, Ore., and Seattle. Those for the other districts had yet to be chosen at press time.

Mr. Deal pointed out that in order to give the best possible and continually interesting broadcasts, Associated this year will greatly increase the radio personnel on the scene at the various meets. He stated that besides the announcer, there will be two chief observers; three assistant observers; one monitor and two technical assistants.

Albers Dog Food

ALBERS BROS. MILLING Co. Seattle (Friskies dog food), on March 15 started *Jimmy & Gyp on Invisible Trials*, quarter-hour discs, on WMAQ, Chicago, the first time Friskies has advertised in the Chicago market although 284 episides of the program have been used successfully on three West Coast stations. Discs were cut by Seattle Recording Studios with Erwin, Wasey & Co., Seattle, handling the western placements and Holland Engle, radio director of Erwin, Wasey & Co., Chicago, handling the Chicago account.

Subbing for Benny

GENERAL FOODS Corp., New York (Jell-O), on July 3 starts *What Would You Have Done?*, to replace Jack Benny for the summer on NBC-Red and CBC. The new program, which is now running on the CBS-Pacific network on a sustaining basis, is owned by Music Corp. of America. Cash prizes will be offered for best solutions of personal problem stories. Agency is Young & Rubicam, New York.

MORE TEXAS BULL—San Antonio broadcasters, not be outdone by their Dallas-Fort Worth colleagues in pictorial prowess, pose with prize bull of the recent Southwestern cattlemen's show to demonstrate that all the "bull sessions" in radio aren't held on Elliott Roosevelt's ranch [BROADCASTING, March 15]. Left to right, in photo taken exclusively for BROADCASTING, are George W. Johnson, general manager, KTSA; Hugh A. L. Halff, president, WOAI; Beeman Fisher, general manager, WOAI; Charles W. Baltimore, sales manager, KTSA; the bull; Paul Girard, program manager, KTSA; Carl A. Doty, commercial and sales promotion manager, WOAI. KTSA men want it pointed out that they're the ones handling the bull, who doesn't seem to mind.

Gruen Series on 18

GRUEN WATCH Co., Cincinnati, has selected as the title for its new Hollywood program *Warner Bros. Academy Theater*, to start the week of April 3 on 18 stations. The half-hour weekly program started live on March 13 on the California Radio System, (KFWB, KFBK, KYA, KMJ, KWG, KERN), and will be heard on Transamerican discs on WLW WXYZ WMCA WCAU WCAO WHAM WJAS KRNT KWK WHK WMAQ WBZ-WBZA. Others may be added later. Warner Bros. branch managers are arranging to work with stations in local promotion of the show. Agency is McCann-Erickson, New York.

Maj. Ridge Is Candidate For Congressional Post

MAJOR EDNEY RIDGE, general manager and part owner of WBIG, Greensboro, N. C., on March 23 announced his candidacy for Congress to succeed Rep. W. B. Umstead of Durham. The Democratic primaries, in which eight candidates will compete, will be held June 4.

Major Ridge

Declaring himself "100% for the New Deal," Major Ridge said he would not only give his enthusiastic support to the Roosevelt program of social legislation but that his allegiance to the program is one of principle and not of political advantage. Fifty years old, Major Ridge is a native of Greensboro and descendant of a family which for 150 years has lived in North Carolina. A former newspaperman, soldier and publisher, Major Ridge from 1927 to 1932 was manager and part owner of the *Greensboro Record*. Since 1932 he has been manager of WBIG and only recently acquired an ownership interest in the station.

Feenamint on 25

HEALTH PRODUCTS Co.. Newark (Feenamint), will use 25 California stations for its schedule of spot announcements, to start April 4 [BROADCASTING, March 15]. Agency is Wm. Esty & Co., New York.

Star Times Gets Station As Supreme Court Rules

THE PETITION of WIL, St. Louis, for Supreme Court review of the decision under which the *St. Louis Star Times* was granted a new station, was denied March 28 by the nation's highest tribunal. The FCC granted the *Star Times* the regional assignment on 1250 kc., with 1,000 watts power full time more than a year ago and the case was appealed to the U. S. Court of Appeals which sustained the FCC finding. After the lower court refused to reopen the case, a petition for a writ of certiorari was filed with the Supreme Court as a last resort, which petition now has been denied.

The call letters KXOK already have been assigned the *Star Times* for the station. The principal owner is Elzey Roberts, publisher of the *Star Times*. Ray V. Hamilton, assistant to Mr. Roberts, will become general manager of the station. Mr. Roberts also owns and operates KFRU, Columbia, Mo. Contingent contracts have been let by the *Star Times* for an RCA 1,000-watt transmitter and a Truscon vertical radiator, along with other equipment, dependent upon the final FCC grant. Under normal procedure, the way would be cleared for the issuance of the new construction permit by the FCC within a week or ten days.

Coast Bank Series

BANK OF AMERICA, San Francisco, on March 27 started a new series for 52 weeks on 10 stations of the Mutual-Don Lee network in California. Program title is *House of Melody* and features a concert orchestra. Agency is Chas. R. Stuart, that city. Highlighting its 70th anniversary, the San Francisco Bank on March 17 started a series of twice-weekly programs on KFRC, San Francisco, titled *Headlines of the Past*, for 52 weeks. Carl Wakefield Agency, that city, has the account.

Alka-Dent Uses Trio

ALKA-DENT PRODUCTS Co., New York, the last week in March started half-minute announcements three times a week on WMCA, WHN, New York, and WICC, Bridgeport. Agency is Ruthrauff & Ryan, New York.

Treesweet Starts Drive With Local 'Best Buys'

TREESWEET PRODUCTS Co., Los Angeles (Treesweet canned orange juice) on March 21 started a campaign of five five-minute spots titled *Today's Best Buys*, conceived by Raymond R. Morgan Co., Los Angeles agency, which eventually may be carried on a list of more than 100 stations. First stations to secure the account are WIRE, Indianapolis; WJSV, Washington; KSTP, St. Paul, and outlets of the Michigan Network.

The program introduces a new wrinkle in locally built programs, being based on an idea originated by Mr. Morgan who is personally supervising the account. Stations ask listeners to write in and advise what they would like to sell, which may be anything from pups to furniture. It is a sort of "Miscellaneous for Sale" clearing house, with local announcer telling what are *Today's Best Buys* and the commercial calling attention to three cans of Treesweet for 29 cents as the best grocery buy of the day. Premium with purchase is a bottle of orange perfume. Placement of later schedules depends largely upon Treesweet's distribution.

Miller Spots

MILLER BREWING Co., Milwaukee (Miller Hi-Life beer), will start quarter-hour sports review starring Hal Totten on WCFL, Chicago, beginning April 11. Program will be broadcast nightly except Sunday at 6:45-7 p. m. In addition, one minute spot announcements nightly except Sunday between 6:30 and 8:30 p. m. were started on five stations April 1 with gradual expansion planned this summer, according to N. J. Cavanaugh, radio director of Roche, Williams & Cunnyngham, Chicago agency handling the account. Stations, all in North or South Carolina, are: WIS, Columbia; WPTF, Raleigh; WWNC, Asheville; WFBC, Greenville; and WBIG, Greensboro.

Tidewater Spray

TIDEWATER Associated Oil Co., Associated Division, San Francisco (Associated Oil agricultural spray products), is staging a concentrated seasonal radio campaign over three stations in the Pacific Northwest, using 100-word spot announcements and 50-word spots along with weather reports and time signals. The campaign, which is stressing the oil company's several agricultural spray products, started March 11 and will terminate on April 11. Spots are being used on the *Farm Flash* program of KIT, Yakima, Wash., and weather reports and time signals are being sponsored on KPQ, Wenatchee, Wash., and KMED, Medford, Ore. The agency is Lord & Thomas, San Francisco.

Cosmetic Trio

HINZE AMBROSIA Inc., New York (cosmetics), on March 14 started participating sponsorship three days a week on programs of WRC, WFAA, and KSTP. Agency is Monroe F. Dreher Inc., New York.

KEYED TO SALES

Italo-American Market

SIX profitable years on the air . . . Many continuous Advertisers . . . Positive Proof that the Programs pay large Dividends!

THOSE few words tell the story of Sponsors who appreciate that to reach our *rich* "Friendly Family" of 2,500,000 Italo-Americans there is only one way—the Italian way!

NO matter what you sell — our Program and Merchandising Departments can be of great help to you in so popularizing your Product that it becomes a *permanent* part of the "Friendly Family" that lives with us every day of the year!

BY such service are you "Keyed to Sales" to Italo-Americans, who spend over a Billion Dollars annually!

WOV

NEW YORK • 1000 WATTS

WPEN

PHILADELPHIA • 1000 WATTS

WBIL

NEW YORK • 5000 WATTS

THE INTERNATIONAL BROADCASTING CORPORATION

NEW YORK CITY

Facilities Granted Tropical Stations

Other Allotments Are Made by Cairo Radio Conference

PRESSING toward adjournment by early April, the International Telecommunications Conference in Cairo has reached an agreement on allocation of additional broadcast facilities for tropical regions. The band 4775-4895 kc. was allocated for the central region of the Americas and 4835-4965 kc. for tropical regions in the rest of the world. Tropical broadcasting stations in the Americas are required to protect service of existing stations.

The last big problem before the conference appeared to be allocations in the band between 10 and 550 kc. Both European aeronautic and broadcasting interests are seeking additional frequencies in this band, to be taken from the mobile services. Last word was that this discussion is still in progress.

A movement to force another European broadcast allocation is underway by smaller countries which feel they did not receive a square deal at the Lucerne Conference held some six years ago. The nations are battling for an enlargement of the broadcast band to 1600 kc., paralleling that in this country, as one step toward having more facilities to divide.

Some sentiment exists for a world conference to make an allocation of the high frequency broadcast channels but there was little indication that anything along that line would develop.

The U. S. Delegation to the conference, headed by Senator Wallace H. White, is pressing its proposal that the 500 kc. international distress frequency be reserved for SOS purposes and freed from all traffic. There has been much discussion but little progress. The proposal of the United States to eliminate the silent period on 500 kc., according to advices, was defeated.

A proposal to eliminate all spark transmitters from use and thereby eradicate much interference on the communications bands was advanced by the U. S. delegation, with some progress being made. However, it was evident that 300-watt spark transmitters will be retained. The number of frequencies to be used by such transmitters will probably be limited to 500, 425 and 375 kc.

Other Allocations

Tentative agreement was reached at the conference on assignment of frequencies between 25,000 and 58,500 kc. as follows:

25,600-26,600, broadcasting; 26-600-27,500, fixed (U. S. reservation for broadcasting); 27,500-28,-000, radio air soundings in Europe, and U. S. radio soundings fixed and mobile; 28,000-30,000, amateurs; above 30,000, regional in Americas—and in Europe; 30,000-32,000, low power stations; 32,000-32,500, maritime beacons; 32,500-40,000, aeronautics; 40,000-40,500, fixed and mobile; 40,500-58,500, television and low power stations.

The frequency band between 150 and 160 kc. was retained by mobile services with recognition of use by certain broadcast stations in Europe on the basis of no interference to mobile stations. Use of spark transmitters on ships was limited to 500 kc., 425 kc. and 375 kc., with a limitation of 300 watts maximum being maintained. No agreement could be reached as to date for complete elimination of spark transmitters.

British Proposal

A proposal of the British Delegation that no wave in the band between 160-1500 kc. be used by a country in Europe for transmissions in the nature of "commercial publicity" sent in any other language but the national language or languages of that country, was defeated by a tie vote of 17 to 17. The proposal was directed at stations in France and Louxembourg which conduct commercial broadcasts in English for the English listener and are generally credited with earning considerable revenue. It was expected this question again might be raised in plenary session.

It has been indicated that the American Delegation has taken the attitude that it is bound by the provisions of the Havana agreement dealing with continental broadcasting and with use of broadcasting and other facilities in the Americas. It is felt certain that main provisions of the Havana agreements will be written into the Cairo conference as laying down the rules for the Americas.

Saved by Cigarette

CIGARETTE saved a life when James D. Cunningham, FCC attorney, argued his strangest case on March 21. Driving across a high Washington bridge he noticed a man perched outside the railing all set to leap. Jumping from his car, Cunningham approached the man, offered him a cigarette and suggested they talk it over. The man crawled back to safety for a friendly smoke.

Reciprocal Broadcasts Among Canada, Hawaii And U. S. Being Planned

A SERIES of reciprocal broadcasts involving the Hawaiian Islands, Canada and the United States, is now in the stage of formation and is scheduled to start in May, according to L. B. West, mainland representative for Honolulu Broadcasting Co.

The Honolulu station, KGMB, will trade programs with Canadian Broadcasting Co. and both broadcasts will be carried coast-to-coast in the United States by the Mutual network and in the Dominion by CBC, according to Mr. West.

According to present plans the broadcast will be heard from 8 to 9 p. m. EST on Saturdays. The present broadcast pattern calls for a 30-minute program, starting from the islands, which would be typically Hawaiian. This would be relayed to San Francisco, thence over the entire Mutual chain and CBC network. In turn, CBC will return the compliment by presenting a Canadian idea of air entertainment, which will be carried on CBC, Mutual and the Honolulu station. Once started, it will be a weekly affair, Mr. West states.

Increase in Broadcast Activity at FCC Leads to Reorganization of Law Staff

Judge Gary

SWEEPING reorganization of the FCC Law Department under which broadcast functions are divided into two separate branches with increased personnel was effected March 25 by Hampson Gary, FCC general counsel and former member of the Commission.

George B. Porter, assistant general counsel in charge of broadcasting since the inception of the FCC in 1934 was placed in charge of Division 1 of Radio Broadcast, covering applications, complaints, hearings, comments and criminal litigation.

W. H. Bauer, acting assistant general counsel who has been in charge of the Telephone Division of the law department, became acting assistant general counsel in charge of Radio Broadcast Division 2, which includes research, decisions and appeals. James A. Kennedy, assistant general counsel in charge of telegraph, was placed in charge of the new Common Carrier Division, combining both telegraph and telephone.

No Personnel Additions

Mr. Porter

A reorganization of the Law Department has been impending for some time. It was effected without the addition of any top personnel and upon order of the General Counsel. Theodore L. Bartlett, formerly of the Telegraph Division, has been assigned to General Counsel Gary's office as assistant and liaison officer.

Mr. Bauer joined the FCC in October, 1935, from the Department of Justice where he had been an attorney for some 14 years, mostly in the Claims Division. A native of Ohio, he participated in the coaxial cable hearings and has been in telephone work at the FCC since having served as assistant general counsel since later 1936. He will be in direct charge of all appellate work as well as the writing of decisions by the FCC and probably will argue personally many of the cases before the Court of Appeals.

To Mr. Porter's division have been assigned 13 attorneys. D. H. Deibler remains in charge of applications, with Ralph L. Walker in charge of hearings. J. D. Cunningham, formerly assigned to hearings, takes charge of complaints and investigations. In Mr. Deibler's division will be G. H. Harrington, M. H. Aronson and Stephen Tuhy. Under Mr. Walker assigned to hearings are Major A. V. Dalyrymple, Walter Johnson and H. T. Slaughter, who was transferred from the Accounting Department. Under Mr. Cunningham in complaints and investigations are James L. McDowell, formerly telegraph, Russell Rowell, formerly telegraph, M. E. Erickson, and M. W. Wihton, transferred from mails and files.

Under Acting Assistant Bauer are Fanney Neyman, mainstay in handling of appellate work; W. D. Humphrey, formerly of the Telephone Division and a former General Counsel of the Oklahoma Corporation Commission who for years has been associated with Commissioner Paul Walker; Andrew G. Haley, Basil P. Cooper, transfered from telegraph; Frank U. Fletcher, H. B. Hutchison, Corry Lockwood, formerly of the Farm Credit Administration, and J. G. McCain.

Doubling of Work

Under Mr. Kennedy in the Common Carrier Division are J. Fred Johnson, F. B. Warren, M. S. Orr, Miss Elizabeth C. Smith, Miss Annie Perry Neal, E. L. Burke, R. M. Fenton, J. E. Wicker, Mrs. V. Haley, J. A. Hartman and L. W. Spillane.

Judge Gary declared the reorganization became necessary because of the greatly increased amount of broadcast work, which he said has more than doubled in the last three years. He asserted the change should make for greater efficiency and emphasized there were no promotions or demotions involved. There are some 25 pending cases involving telephone and telegraph as against approximately 575 broadcast cases, he pointed out.

SHORTWAVE GROUPS DISCUSS PROGRAMS

REPRESENTATIVES of international shortwave licensees met in Washington March 18 with a subcommittee of the recently formed Interdepartmental Committee to study International Broadcasting [BROADCASTING, March 15] for a discussion of shortwave's present and future status. The Interdepartmental Committee itself met March 28 at the call of FCC Chairman McNinch.

Dr. John W. Studebaker, U. S. Commissioner of Education, was chairman of the subcommittee and NBC, CBS, General Electric, Westinghouse and World Wide were represented at the closed meeting.

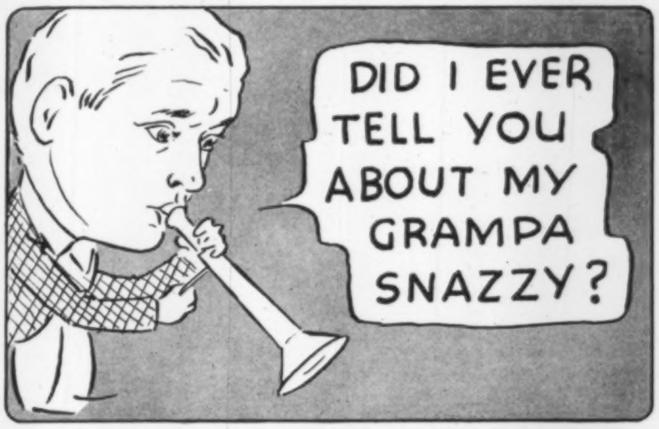
The meeting was called to ascertain what various licensees are now doing in international broadcasting and what they pronose to do. Dr. Studebaker asked that licensees submit charts of programs covering the March 6-19 period specifying program type, sponsorship of programs and the languages in which the broadcasts were made. This data will be presented to the full committee at a future meeting. All licensees expressed a desire to cooperate with the Interdepartmental committee, but no clear definition of government policy in shortwave broadcasting was announced at the meeting.

The following licensee representatives were present: Philip J. Hennessey Jr., and Frank M. Russell, NBC; Harry C. Butcher and Frederick A. Willis, CBS; Boyd Bullock and W. V. B. Van Dyck, General Electric Co.; Walter Evans and S. D. Gregory, Westinghouse; Walter Lemmon, World Wide. The sub-committee consisted of Dr. Studebaker; Dr. Samuel Guy Inman, advisor on Latin American affairs of the Office of Education, and Dr. Ernest Gruening of the Interior Department.

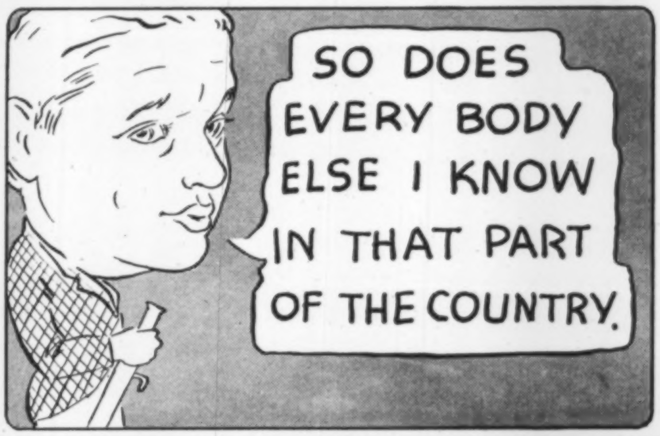
DOWN IN ARKANSAS WITH BOB BURNS *

STAR OF THE KRAFT HOUR EVERY THURSDAY OVER WMC

*** NOT TO MENTION TENNESSEE, MISSISSIPPI, MISSOURI, KENTUCKY AND ALABAMA**


DID I EVER TELL YOU ABOUT MY GRAMPA SNAZZY?

HE SURE LIKES THE RADIO. I RECKON HE LISTENS TO WMC ALL DAY LONG


SO DOES EVERY BODY ELSE I KNOW IN THAT PART OF THE COUNTRY.

★WE DON'T LIKE TO BLOW OUR OWN BAZOOKA, BUT HERE ARE SOME OF THE PROGRAMS GRAMPA SNAZZY LIKES OVER WMC

ADVERTISER	PROGRAM
ALKA-SELTZER	NATIONAL BARN DANCE
DR. CALDWELL - - SYRUP OF PEPSIN	MONTICELLO PARTY LINE
CAMPBELL'S SOUPS	AMOS 'n ANDY
PLOUGH CO.	ARGOTANE ENTERTAINERS

A RURAL MARKET THAT *Responds*

There is no getting away from the fact that the Mid-South is the nation's favored spot financially. The Sixth Federal Reserve District report shows that farm income of Tennessee and the Southeast is the largest since 1929.

Farm income is 4.3 per cent larger than in 1936, 19.2 per cent more than in 1935, and "more than twice the total for 1932."

The 290,600 radio homes that constitute WMC's day-time audience have plenty of money to spend. Now is the time to tell 'em and sell 'em!

MO.
KY.
TENN.
ARK.
MEMPHIS
ALA.
MISS.

THE MID-SOUTH MARKET

290,600	RADIO HOMES
$724,625,000	SPENDABLE INCOME
$565,362,000 . .	RETAIL SALES

5,000 WATTS—DAY
1,000 WATTS—NIGHT

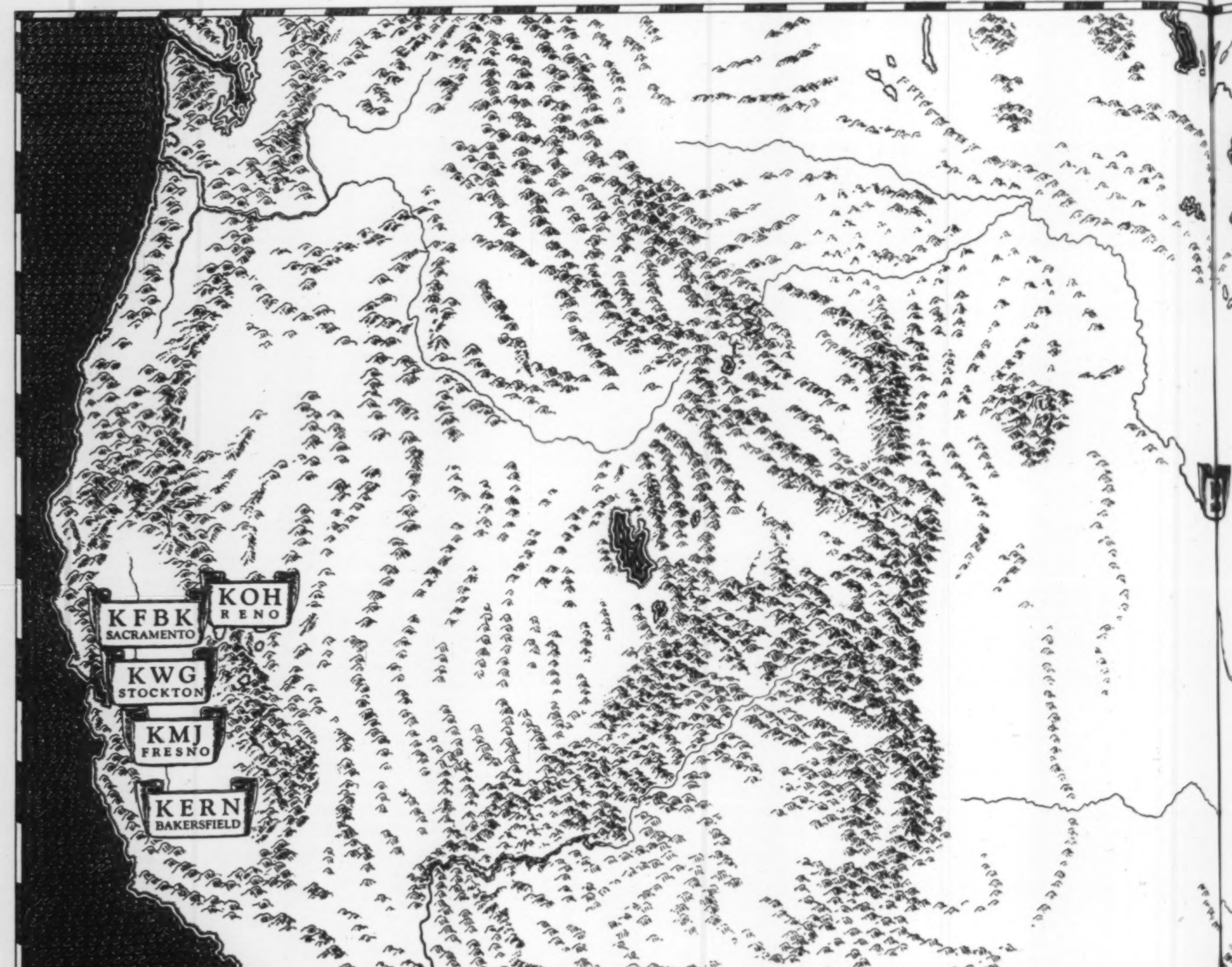
WMC MEMPHIS

NBC
RED

Owned and Operated by
THE COMMERCIAL APPEAL

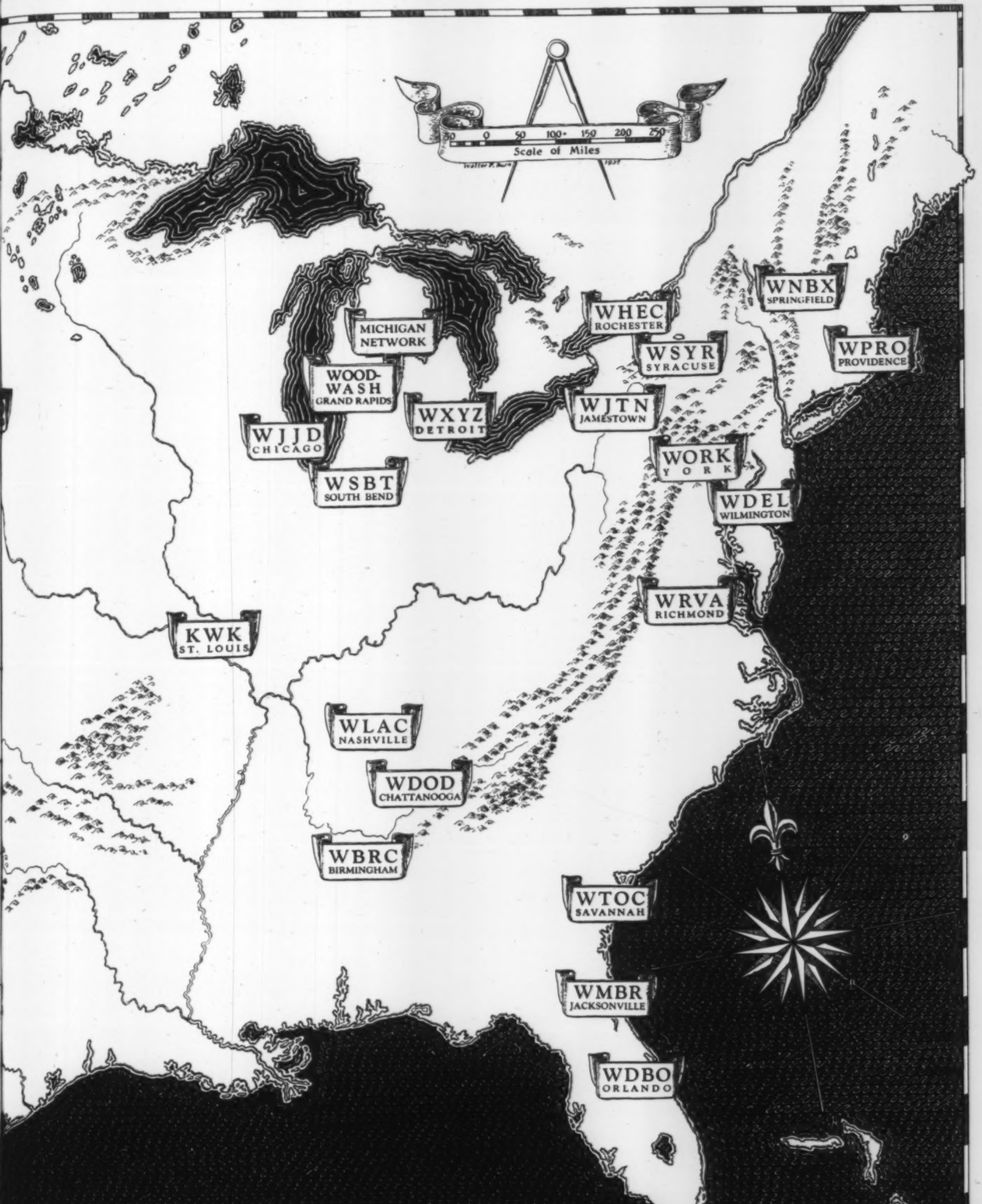
NATIONAL REPRESENTATIVE: THE BRANHAM COMPANY

RESULT$ PROVE WMC SELLS THE MID-SOUTH


KFBK
SACRAMENTO
KOH
RENO
KWG
STOCKTON
KMJ
FRESNO
KERN
BAKERSFIELD

PAUL H. RAYMER
COMPANY
Radio
STATION REPRESENTATIVES

NEW YORK
DETROIT
CHICAGO
SAN FRANCISCO


50 0 50 100 150 200 250
Scale of Miles
MICHIGAN NETWORK
WOOD-WASH GRAND RAPIDS
WJJD CHICAGO
WSBT SOUTH BEND
WXYZ DETROIT
WHEC ROCHESTER
WSYR SYRACUSE
WJTN JAMESTOWN
WNBX SPRINGFIELD
WPRO PROVIDENCE
WORK YORK
WDEL WILMINGTON
WRVA RICHMOND
KWK ST. LOUIS
WLAC NASHVILLE
WDOD CHATTANOOGA
WBRC BIRMINGHAM
WTOC SAVANNAH
WMBR JACKSONVILLE
WDBO ORLANDO

THE NEWSPAPER-OWNED STATION

Rep. Wearin Sees Monopoly; Kirchhofer Points to Danger in Class Discrimination

JOINT ownership of newspapers and radio stations is discussed in the April issue of *Public Opinion Quarterly* published by the school of public affairs, Princeton U. Arguments against joint ownership are presented by Rep. Otha D. Wearin (D-Ia.) and in favor of joint ownership by Alfred H. Kirchhofer, managing editor of the *Buffalo* (N. Y.) *News*, executive director of WBEN and WEBR, that city, and president of the American Society of Newspaper Editors.

The Wearin Bill (HR-3892), introduced Jan. 28, 1937, providing for complete divorcement of newspapers from ownership and operation of broadcasting stations, has been referred to committee and is presently dormant.

In the magazine article Rep. Wearin stated that of 689 stations licensed on Jan. 1, 1937, "newspapers own, have an interest in or an option to purchase 194" and that "roughly one-third of those granted between Jan. 1, 1936 and Jan. 1, 1937, were granted to newspaper owners or to parties who combined their interest in printed publications with the operation of radio stations." * He argued that freedom of speech will not be curtailed by divorcing newspapers from radio ownership and stated that the granting of a radio license gives the licensee no vested property right.

Constitutional Doubts

Admitting that legislative limitations might arise under the Fifth Amendment and that his bill discriminates against a class, he said it was well settled "that Congress in the exercise of its power to regulate interstate commerce may and has interfered directly with private rights which otherwise might be protected by the due process clause."

"Incidental or indirect interference with personal liberty is not repugnant to either the First or Fifth Amendments", he concluded. As for imposing a prohibition on a certain class, he stated that Section 310 (a) of the FCC act contains a similar prohibition against aliens. He argued that Congress has the authority to separate joint ownership because mutual control has a "reasonable relationship to interstate commerce."

"Of all the monopolies the world has ever known", he concluded, "none could be as bad as a monopoly of public opinion in the hands of any existing agency of news dissemination be it newspaper, magazine, radio, or political party."

Mr. Kirchhofer opened his discussion on behalf of joint ownership by asserting that class discrimination might lead to future policies barring labor groups, church groups and educational interests. He contended that there could be no sound reason for barring newspapers from operating radio stations unless that purpose be punitive. Newspapers have a public service background, he said, and the experience to know what the public wants. He declared that radio should have no editorial policy.

"The function of radio is to present both sides fairly", he said. "In practice it probably is true that the Federal administration in power gets the breaks."

He analyzed the number of stations jointly owned and claimed the charge that free speech has been throttled because stations owned by newspapers unfriendly to the present administration have been unfair to the New Deal has no substantial basis.

"Newspapers have popularized radio as they never have aided any other invention", Mr. Kirchhofer asserted. He concluded that "taking newspapers already in radio from the field would destroy the tradition, experience, and leadership which newspapers have contributed to the advancement of the art."

---

* There are 221 broadcasting stations in America owned in whole or in part by newspapers and 17 newspapers are seeking to acquire stations by purchase; the 725 stations in the United States are owned by 600 distinct corporations according to BROADCASTING 1938 Yearbook Number.

U. P. BOOSTS LIST OF CLIENTS TO 245

UNITED PRESS has announced the addition of 22 radio stations to its list of subscribers, bringing its total station list up to 245. Stations, which will all be receiving U. P. service within the month, are located in all sections of the country, with the largest gain in the State of Washington, where eight new subscribers were added to the two stations, KJR, Seattle, and KFPY, Spokane, formerly served by this news agency. Additions in this state include: KXRO, Aberdeen; KELA, Centralia; KGY, Olympia; KOL, Seattle; KGA and KHQ, Spokane; KMO, Tacoma, and KIT, Yakima.

Other U. P. additions include: KLRA, Little Rock: KFXM, San Bernardino; WDZ, Tuscola; WBCM, Bay City; WDNC, Durham; WBNS, Columbus; KOIN and KALE, Portland: WDOD, Chattanooga; WCAX Burlington, Vt.; WEAU, Eau Claire; CJOR, Vancouver, B. C.; CJCB, Sydney, N. S., and CHNC, New Carlisle, Que.

U. P. is expanding its radio quarters in the Daily News Building, New York, more than doubling the space of its radio news room which last May was estimated to be large enough to meet any future need.

International News Service will add three new station subscribers in April: WJBK, Detroit; WCSC, Charleston, and WJAC, Johnstown.

White King Renews

WHITE KING SOAP Co., Los Angeles (flake soap), has renewed for 13 weeks its thrice weekly quarter-hour dramatic serial, *The Lady Courageous*, on 13 stations nationally. Discs are produced and cut by C. P. MacGregor, Hollywood transcription concern, with placement thru Barnes-Chase Co., Los Angeles.

PREPARED—For the smoke that arose from the thousands of gallons of oil used by KYW, Philadelphia, at its used car bonfire were George Haggerty (left), Westinghouse engineer, and LeRoy Miller, announcer, who brought along gas masks.

No Bar on Liquor Ads Imposed in Pennsylvania

REPORTS that the Pennsylvania Liquor Control Board had commanded all radio stations of that state to refuse the advertising of liquor products was emphatically denied March 23 by J. H. Reiter, the board's director of public relations. "We look upon radio liquor advertising with disfavor," said Mr. Reiter, "but there has been little public objection so far against the advertising of wine and beer."

Practically all of the stations in Pennsylvania have refused liquor advertising, he said. "I personally am opposed to too much law in matters of this sort, and feel that the problem can be handled tactfully by this board and Pennsylvania stations without adding such prohibition to our statute," he concluded. A pamphlet titled "Paging Will Hays" recently published by the Pennsylvania board indicates the board's methods of dealing with advertisers who cut corners. The pamphlet states that the board does not favor radio liquor advertising and that "Sunday newspaper liquor advertising is very tactless."

Schlitz Pending

JOS. SCHLITZ BREWING Co., Milwaukee, has appointed Needham, Louis & Brorby, Chicago, to handle its advertising. Maurice H. Needham, president of the agency, who will be account executive, told BROADCASTING March 25 that it will be some time before definite advertising plans are made. Radio commitments of the agency previously handling the account will probably run for another month. Although no figure was given regarding the advertising appropriation this year, it is expected the billing will be at least as high as in 1937 when it totaled $800,000. Edwin Self was recently appointed advertising manager of the brewing company.

KPO Spot Policy

A COMMERCIAL policy change on NBC's 50,000-watt KPO in San Francisco makes it possible now to place commercial spot announcements on the station during the daylight hours. Two quarter hour periods of recorded music are being presented daily except Saturday and Sunday for the purpose. One period each on Saturday and Sunday is also being set aside for announcements, which heretofore have been limited to the Blue network station, KGO, with the exception of time signals.

COOPERATIVE AUTO DRIVE IS SUCCESS

WITH final results of National Used Car Exchange week indicating that about 180,000 sales were made during the 8-day period of the $125,000,000 cooperative drive, considerable tribute was paid to the share radio had in stirring up enthusiasm for the event.

Typical of the comments made at so many of the points of sale was that which came to Detroit from John E. Raine of Baltimore, representing the Auto Trade Association of Maryland. Declaring that much of the promotion effort of the campaign was "overly advertised", Mr. Raine stated that this was "offset by splendid radio" continuity.

The radio fund was spotted over approximately 400 stations, each of which had around 18 announcements of 100 words apiece. Estimates were that the radio bill accounted for between $150,000 and $175,000 of the total expenditure of nearly $1,250,000 in all media. In addition, local dealerships took time to a degree which could not be estimated at Detroit.

One of the most interesting tieups among the dealers was reported to Detroit from Joplin, Mo., where the R & S Motor Sales Co., a Chevrolet outlet, took 30 minutes time daily over WMBH for six days. During the 30 minutes each salesman of the motor company was given time to describe used cars signed to him for sale. Mention was made at the start of the broadcast that the men were competing for merchandise prizes, and apparently a considerable interest was aroused among listeners. The company reported that some days of the contest saw as many as 10 cars sold—about twice as many as might normally have been expected.

Pepsodent's New Serial

PEPSODENT Co., Chicago (antiseptic), on March 21 started for 13 weeks, *Candid Lady*, a serial drama of newspaper life, on 5 NBC-Pacific Red stations (KPO, KHQ, KOMO, KGW, KFI). Originally titled *Career Woman* the serial is heard Monday through Friday, 3:15-3:30 p. m. (PST), emanating from Hollywood. It is written and produced by Ted Sherdeman of the NBC Hollywood staff and features Anne Stone in the title role supported by Cliff Arquette and Walter Maher. Pepsodent on March 27 renewed its *Mickey Mouse* program for 13 weeks on NBC-Red, Sundays, 5:30-6 p. m. (EST), through May 15. Renewal in the fall on a weekday is planned. Agency is Lord & Thomas, Chicago.

Brassiere Series

MAIDENFORM BRASSIERE Co., New York, has started a schedule of six spot announcements a week on WORL, Boston; KFRC, San Francisco; KRLD, Dallas; and WDAF, Kansas City. In addition, a quarter-hour weekly musical program, *Console & Keyboard*, starts on WOR, Newark, on March 31. Agency is Arthur Rosenberg Co., New York. Charles Silver is account executive.

AMERICAN Red Cross and U. S. Office of Education will broadcast a shortwave program addressed to students of the world May 4 on W2XAD and W2XAF, new GE stations in Schenectady.

INTERNATIONAL RADIO SALES NEW PACIFIC COAST SET UP

SAN FRANCISCO
LOS ANGELES

J. LESLIE FOX

APPOINTED MANAGER

with headquarters in San Francisco

We are particularly proud to announce the appointment of J. Leslie Fox as Pacific Coast Manager of IRS. His broad experience in station operation and sales plus his intimate knowledge of eastern markets are qualifications which guarantee the same high record of sales effectiveness on the coast as in New York, Detroit and Chicago. With John Livingston continuing to represent IRS in southern California our stations are thus assured complete coverage of agencies and advertisers from Seattle to Los Angeles.

Now Representing

WDRC	Hartford
WORC	Worcester
WINS	New York
WBAL	Baltimore
WCAE	Pittsburgh
WLS	Chicago
WISN	Milwaukee
KOMA	Oklahoma City
WACO	Waco
KNOW	Austin
KTSA	San Antonio
KOY	Phoenix
KEHE	Los Angeles
KYA	San Francisco

THE SEAL OF SUPREMACY

IRS

INTERNATIONAL RADIO SALES

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

ABT Held Independent Union Under Ruling by Labor Board

Federal Body Denies ARTA Company Union Plea; ARTA Seeking to Organize in Brooklyn

ASSOCIATED Broadcast Technicians is a voluntary, not a company union and all CBS engineers as members of ABT are bona fide, according to a ruling March 28 by the National Labor Relations Board in Washington. The decision resulted from a complaint of American Radio Telegraphists Assn., a CIO affiliate, which charged that ABT was a company union and not an independent labor organization.

KMOX, St. Louis; WABC, New York, and WJSV, Washington, are the only CBS stations whose technicians are not members of ABT. Before CBS acquired KMOX its engineers had become members of the International Brotherhood of Electrical Workers, an AFL affiliate, as a part of a joint agreement signed by all St. Louis stations. This agreement continued after CBS took over KMOX.

On June 16, 1937, technicians of WABC voted to dissolve their ABT local and 60 of the station's 80 engineers became members of ARTA. Although ARTA informed CBS that it represented a majority of technical employes of WABC, CBS continued to negotiate with ABT and signed a contract with ABT on a national unit basis. On the basis of the NLRB ruling it is assumed that technicians of KMOX and WABC will return to ABT membership. Technicians of WJSV, Washington CBS outlet, who recently signed with ARTA are also expected to return to the ABT fold. ABT also represents these stations: CBS — WEEI WBT WKRC WBBM WCCO KNX; independent — KOIL KFAB-KFOR WHIP-WWAE WLS and University Broadcasting Council, Chicago.

Brooklyn Contracts

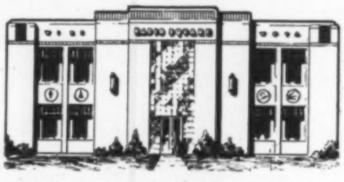
Efforts of the American Radio Telegraphists Association to organize the four Brooklyn stations which share the 1400 kc. channel have resulted in one signed contract, one agreement to negotiate, one strike and two complaints against stations, filed with the National Labor Relations Board by the union. According to Louis Goyette, ARTA organizer, requests for meetings with station officials were followed by the dismissal of one man from each station. Investigation disclosed just cause for the discharges at WBBC and WARD, Goyette stated, but he charges WVFW and WLTH with discharging men for union activity.

At WLTH, according to Goyette, the management gave "inefficiency" as the cause of dismissing an employe of eight years' standing. Following a meeting with Samuel Gellard, manager of the station, who refused to reinstate the discharged man, the union called out the other technicians and began picketing the station. Cause of discharge of the WVFW employe was padding an expense account by 11 cents, which proved to be due to an error in the bill for equipment purchased by the employe, Goyette said. Other technicians at WVFW have not been called out, but the dismissed man is picketing for his job.

Emphatically denying these charges, Mr. Gellard told BROADCASTING that the dismissed technician had become abusive and had threatened Mr. Gellard with physical violence following a reprimand for inefficiency. He had been in the station's employ only two years, Mr. Gellard stated, although he had formerly worked as a fill-in for another station engineer, by whom he was paid. Mr. Gellard further said that he had offered to put the question of reinstatement up to a three-man arbitration board, made up of one man appointed by the station, one by the union and one chosen by those two.

Renewed contract between ARTA and WPEN, Philadelphia, has been signed, calling for five-day 40-hour week, and wage scales ranging from $37.50 to $60 as minimums. Seven holidays annually are granted employes, who formerly had no holiday schedule, and double time will be paid for holiday work. Sick leaves are specified at three weeks on full pay and three weeks on half pay.

WINS, New York, now has contracts with IBEW, representing its technical staff; with AFRA, representing its announcers, and with AFM, representing its musicians. All three unions are AFL. Mr. Goyette has been named provisional director of the broadcast division of ARTA in New York, pending elections in the division. In organization work for the past six years, Goyette was formerly a broadcast engineer.



RADIO SQUARE—Is the name for the $100,000 radio center to be built in Indianapolis by Eugene C. Pulliam, president of WIRE, and Glenn Van Auken, owner of WGVA, new station soon to go on the air with 1,000 watts on 1050 kc. The building will sit back from the street 50 feet. Construction is to start by May 15, with completion scheduled for Oct. 1

AFRA Cites KSD

AMERICAN Federation of Radio Artists, AFL talent union, has filed charges with the National Labor Relations Board against KSD, St. Louis, charged by the union with releasing an announcer for union activities. AFRA alleges that Richard Pavey, who has been in radio for 15 years and with KSD for the past five years, was discharged March 3 without stated reason, shortly after publication of his name as director of AFRA's St. Louis local. The union reports that complaint was not filed until Ray Jones, organizer in that district, and Henry Jaffe, AFRA attorney, had visited St. Louis and had attempted unsuccessfully to settle the matter directly with the management. AFRA is asking the NLRB to order KSD to reinstate Pavey and also to find the station in violation of the Wagner Act. If successful, AFRA may file charges against KSD with the FCC, on the grounds that the terms of a station license require obedience to all laws of the Untied States.

Labor's Right in Renewal Proceedings At Issue Following Plea to the FCC

THE RIGHT of labor unions to participate at hearings involving renewal of licenses of broadcast stations was raised at a conference March 17 participated in by officials of American Radio Telegraphists Association with FCC Chairman Frank R. McNinch.

Chairman McNinch said the Commission has not established a definite policy with respect to labor unions but pointed out that the FCC previously had been asked what attitude it would take in the event a strike was called at a broadcast station.

Full FCC to Study Point

Under FCC regulations, stations are required to remain in operation for specified hours of time and to cease operation only upon authorization of the FCC. A strike of technicians or other key employes would necessitate closing down of stations, it has been pointed out. Chairman McNinch said he was in sympathy with the right of labor to organize, particularly in the light of the Supreme Court ruling upholding the jurisdiction of the National Labor Relations Board. Labor unions, however, would have to show a definite interest, he indicated, to participate in renewal hearings.

Attending the conference were Mervyn Rathborne, ARTA president, and Dan Driesen, ARTA legislative representative in Washington, along with other members of the CIO union. The purpose of their visit was to learn the attitude of the Commission in renewing license of stations whose management refuses to sign contracts with unions if these unions have been certified by the National Labor Relations Board as the proper collective bargaining agency for station employes. They said following the conference that Mr. McNinch promised to take up the question with the full FCC since it had not been raised previously. Another session with the Chairman may be held in the future.

Asked if NLRB approval was all a union needed to secure contracts from employers, the union stated that all the board can do is order the employer to negotiate with the union, and that some employers had taken advantage of this by meeting with union representatives as often as asked, but by refusing to accept any union demands they made it impossible for an agreement ever to be reached. It was pointed out that while ARTA has raised the point, any Commission ruling will apply equally to all unions having dealings with broadcasters.

Proposed Blanket Bond To Protect Stations in Libel Claims Submitted

A SPECIMEN copy of the blanket bond offered to protect broadcast stations against losses arising out of libel or slander committed over their facilities on March 23 was sent for scrutiny to some 300 broadcast stations by Ralph P. Dunn, Washington attorney and insurance consultant. Announcement of the plan whereby this type of protection could be secured through the Maryland Casualty Insurance Co., was made in February by John Elmer, former NAB president, and James W. Baldwin, former managing director, in a notice to all stations.

In his letter to stations which had made inquiry either to the insurance company or to the NAB, Mr. Dunn explained the company proposes to write a blanket bond which would protect stations up to $50,000 in any single case, including attorney's fees, irrespective of the number of stations which broadcast the particular statement. In other words, the maximum protection for a single broadcast whether carried on one station or an entire network, would be $50,000. The bond would give subscribing stations full protection up to $1,000,000 in any one year.

The proposed annual premium on the bond would be $2 per $1,000 per station based on the gross amount received from the sale of time, excluding agency commissions. If the business done by the station is less than $50,000 per year, the premium would be $100. It was explained also that the specimen bond is merely a proposal and is subject to any changes deemed desirable or necessary after full consideration.

WNYC Civil Tests

WNYC, New York, will fill vacancies in its announcing staff through civil service examinations which are now being prepared. A written test on general knowledge will be given applicants, and an oral examination by prominent radio people. The station has formerly required two years' paid experience, had an age limit of 25-39, and barred women; now anyone over 21 with a college degree is eligible.

Affiliate With IBEW

ENGINEERS of WDOD and WAPO, Chattanooga, have decided to join the International Brotherhood of Electrical Workers, according to George D. Tate, WDOD engineer. Chattanooga stations are negotiating with technical employes on a five-day, 45-hour week, which also would embrace increase in salary for technical employes. A satisfactory and reasonable agreement is expected, Mr. Tate stated.

Teamster's Plans

INTERNATIONAL Brotherhood of Teamsters, an AFL affiliate, during its recent convention for the 11 Western States in San Francisco, bought a half-hour of evening time on KYA, San Francisco. It is understood that the Teamsters are contemplating the purchasing of more radio time in the near future. The account was placed through Allied Adv. Agencies, San Francisco.

Rx
PRESCRIPTIONS
FILLED
HERE
DRU

TRANSCRIPTIONS FILLED HERE

Day and Night Service by Certified NBC Experts

WHERE do America's radio stations get the fine recorded programs which delight their listeners? Well, just to give you an idea:

"Most widely used of any recorded program service"

220 stations subscribe to the NBC "Thesaurus", a service provided on a weekly basis, with new program features added constantly. It is the most widely used of any recorded program service.

NBC Transcription Service offers the combined facilities of NBC and RCA Victor. Together, they represent leadership in broadcasting, mechanical reproduction, and recording. With them goes access to the talent of NBC Artists Service, world's largest talent sales organization.

The staff includes ace production men... writers notable for their mastery of radio technique... directors with enviable records in successful handling of varied programs.

NBC Recorded Program Service, in short, offers complete facilities for the creation, casting, production and recording of programs for National Spot and Local Advertising. It's a service that has attracted millions of listeners; has done much to identify NBC as the BROADCASTING HEADQUARTERS whose every effort is "in the public interest, convenience, and necessity".

"Broadcasting Headquarters"

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

FURGASON REVISES EXECUTIVE SETUP

WITH appointment April 1 of Gene Furgason & Co. as national representatives of the five stations comprising the Pacific Northwest Coverage group, the firm announced an entirely new executive setup. Cliff Sleininger, who joined the firm last fall, is now a partner with Gene Furgason who retains a majority interest.

Mr. Furgason will leave for New York May 1 where he will assume charge of the New York office while Mr. Sleininger will take charge of the Chicago office. James M. Wade currently with the New York office, will remain there. Arch Kerr, new to radio, has joined the Chicago office where he will work with Mr. Sleininger. In Detroit, Sylvester M. Aston will continue as manager.

Until the changes become effective May 1, however, Mr. Sleininger will be in the New York office. Mr. Furgason, who returns to Chicago April 1 after a 10-day trip to the Pacific Northwest group of stations, will remain in Chicago until May 1.

Mr. Furgason entered the representative business in 1935 with Sylvester M. Aston, organizing the firm of Furgason & Aston Inc. Last fall Mr. Aston was appointed head of the Detroit office. Mr. Sleininger started in the representative field as a partner with James L. Free leaving to organize his own firm. In 1936 he joined Transamerican which he left last fall to join Furgason.

Addition of these five Pacific Northwest group stations comprising KFPY, Spokane; KGIR, Butte; KPFA, Helena; KXL, Portland, Ore., and KRSC, Seattle, gives Furgason Co. a total of 18 stations. Others are WJAS KTHS WFLA KFYR WGBF WBOW KFNF KQV WMBG WHJB WELI WQDM WHBF.

WAAW Transfer Pending

APPLICATION for transfer of WAAW, Omaha, from the Omaha Grain Exchange to Central States Broadcasting Co., now is pending before the FCC. Filed last month, the transfer involves a consideration of approximately $55,000. It was returned to the proposed transferee for additional information in connection with evaluation of equipment and related data. Central States operates KFAB, KOIL and KFOR. WAAW operates on 660 kc. daytime with 500 watts power.

Paley to Report

WILLIAM S. PALEY on April 5 will broadcast CBS' annual report, in addition to mailing it to stockholders in the usual way. Mr. Paley, who will be heard at 10 p. m., believes that the general public's interest in radio warrants the procedure.

Bowey's Extends

BOWEY'S Inc., Chicago (Dairi-Rich), extends *Terry & the Pirates* show on 16 NBC-Red stations and 5 stations on discs until June 1. Program was originally scheduled to go off the air April 20. Stack-Goble Adv. Agency, Chicago, handles the account.

Union Oil Changes

UNION OIL Co., Los Angeles (petroleum products), will discontinue its weekly half-hour *Thrills* program on NBC-Pacific Red network April 20 to sponsor a new show headed by John Nesbitt, commentator; David Broekman's orchestra and Donald Novis, tenor. New series, as yet untitled, starts April 27 on 9 NBC Pacific Red stations; KTAR, Phoenix, Ariz., and KIDO, Boise, Ida., Wednesday, 6:30-7 p. m. (PST), taking over the time now utilized by *Thrills*. Agency is Lord & Thomas, Hollywood. It is reported a clause has been written in Nesbitt's Union Oil Co. contract which gives Nesbitt power to cancel on two weeks notice, inserted to protect M-G-M if his work at the film studio becomes too heavy. It is also said the clause was inserted by Nesbitt with a national sponsor in mind as a tie-in with release of his M-G-M short subjects. American Tobacco Co. (Half & Half) through Young & Rubicam Inc., recently auditioned Nesbitt for a half-hour program.

IN HAWAII—Maj. Gen. James G. Harbord (right), RCA board chairman, was greeted at KGU, Honolulu, on his globe-circling trip by Lorrin P. Thurston (left), KGU, president of Advertising Pub. Co., owner of KGU, and M. A. Mulrony, station manager and dean of Hawaiian engineers.

San Antonio Beer

SAN ANTONIO BREWING Assn., San Antonio, Tex. (Pearl beer), on April 25 starts a quarter-hour news program six days weekly on WOAI that city featuring Ken McClure WOAI commentator. Pitluk Advertising Agency, San Antonio, is handling the account.

TRANSCRIBED COURT SESSIONS

Use of Sound Recording Equipment at Trials Urged In Bill Passed by the House

A NEW field for broadcasting in extending public service may be opened as a result of an experiment in sound recording of court proceedings sponsored by Rep. Sam Hobbs (D-Ala.) in a bill (HR-9711), already passed by the House of Representatives and now pending in the Senate. The Procurement Division of the Treasury Department would be directed to install sound recording equipment in a District of Columbia court. At least one important trial will be recorded and accompany the printed record to the Court of Appeals and the Supreme Court.

Instead of wading through voluminous documents, the Circuit Court judges and Supreme Court justices will have the sound recording reproduced in their chambers.

If the experiment proves as successful as believed by Mr. Hobbs, a former Alabama judge, Congress will be asked to extend the practice to all Federal Courts. If this is done, State courts will unquestionably adopt the same plan for important trials.

Edited Broadcasts

The interest of radio in the Hobbs proposal lies in the fact that if sound recordings are made of court proceedings, stations then could give to their audiences each night important highspots of trials in which there was a general public interest. The value of such a service can be appreciated when applied to the famous Lindbergh kidnaping trial. A broadcast each night of what took place at Flemington would have attracted vast radio audiences.

Rep. Hobbs' interest in the proposal, however, is not so much in giving the public sound reproductions of trials. He lists three definite reasons which prompted him to introduce his bill. They are:

1. Sound recording of trials will work toward justice. Many defendants have been convicted on charges to juries which in printed form appear fair but which by inflection created biased impressions on the minds of jurors.

REP. HOBBS

2. Judicial procedure will be speeded up because time is now lost in waiting for printed records. Appellate courts can more quickly dispose of cases by listening to pertinent transcriptions from trials.

3. Expense of judicial procedure will be substantially reduced.

The Hobbs bill provides that the Procurement Division record the proceedings in the selected trial "by any one or more of: the magnetic method on steel tape, or the direct acetate disk method, or the direct film method, or any other direct method of recording."

During consideration of the Hobbs bill, the House Judiciary Committee heard demonstrations of sound recordings. Hearings before the FCC are now recorded by transcription and this practice is spreading.

For several years the British government has made sound recordings of important official broadcasts by the use of the Blattnerphone system and has made rebroadcasts to reach the far-flung possessions of the Empire.

Selective Service Begun by Standard

Flexible Plan Permits Station To Pick Part of Library

ON THE theory that transcription library services must change their structure to conform to changing radio needs resulting from both internal and external causes, Standard Radio Inc. on April 1 is launching its new *Tailored Transcription Service* in an effort to enable its subscribers to meet every type of demand for transcribed sponsored and sustaining programs.

The new service was conceived, according to Gerald King, president, as a result of the phonograph record situation, the musicians' union problem and the time clearance contracts in force between networks and stations. It brings, he said, a new flexibility to transcription libraries in that the stations may now purchase them in any or all of five parts, according to their peculiar local needs.

Selective Service

Standard now furnishes a basic library of 1,200 selections, with a guaranteed minimum of 100 new musical selections each week along with 20 hours of prepared continuity, to some 160 stations [BROADCASTING, 1938 Yearbook]. These are on lateral cut RCA recordings. This is the full library service, the purchase of which, according to Mr. King, "often works a hardship on some stations which are required to accept material for which they have no use." Accordingly, the new *Tailored Transcription Service* permits the elimination of certain types of talent and continuity from the full service with proportionate reductions in cost.

Starting this month, a five-fold service may be ordered in single sections or groups as follows:

A—Full service with 100 new selections monthly and 20 hours of continuity per week.

B—76 new selections monthly and 17 hours of continuity weekly, featuring concert or standard music.

C—64 new selections monthly and 15 hours of continuity weekly, featuring currently popular music.

D—40 new selections monthly and 12 hours of continuity weekly, evenly balanced between popular and concert types.

E—The *Popular Supplement*, providing 40 selections per month with three hours of continuity weekly and comprising popular music entirely. [About 40 stations are already taking this service.]

All transcriptions are copyright licensed, with Standard paying MPPA for rights to ASCAP music for local sponsored and sustaining use and with Standard paying SESAC for its music. ASCAP licenses must be held but no SESAC license need be held by the stations. Standard also secures performance releases from its artists to eliminate the possibility of litigation such as now current with phonograph recording artists, according to Mr. King.

Calox Spreads

McKESSON & ROBBINS, Bridgeport, Conn. (Calox toothpowder), on May 30 will start on CBS *Joyce Jordan, Girl Interne*, five-a-week script show now running on the Yankee Network. Agency is Brown & Tarcher, New York.

XUM

ADDED ATTRACTION

★ "Listener preference" is the main feature of the show that WSAI puts on in the Cincinnati area—day in and day out.

But there's an *added attraction* that WSAI advertisers like even better—it's Dealer Support!

And WSAI delivers that in a *big* way!

A recent survey by an independent research organization revealed that 68.4% of the drug and grocery retailers in the Cincinnati area prefer

WSAI

CINCINNATI'S OWN STATION

• *National Spot Representative*

TRANSAMERICAN

NEW YORK **CHICAGO** **HOLLYWOOD**

Facsimile Rights Denied in Canada

Plan to Eliminate Levies on Radio Receivers Discussed

By JAMES MONTAGNES

NO FRANCHISES for facsimile transmission will be granted to private interests without discussion with and approval of the Canadian federal government, Chairman L. W. Brockington of the Canadian Broadcasting Corp. told a Parliamentary Committee on Broadcasting at the opening session on March 24 at Ottawa.

The CBC has taken steps to safeguard the public interest with respect to television and facsimile transmission. "We have hedged around any possible issue of license for other than experimental purposes and there will be no alienation of the public domain in that field," he told the parliamentarians.

In citing CBC policy and attainments, he mentioned that on Jan. 1, 1938, 76.5% of the population of Canada enjoyed primary radio service, and by next January the percentage would be 84.

License Fee Remains

The government has not retracted its increase in listener license fees, as was expected. Regulations issued by V. I. Smart, deputy minister of transport, include the $2.50 annual tax on auto radios, formerly exempt, but American tourists bringing in their auto radios will not have to pay a tax. When the new license fee goes into effect April 1, every radio will be taxed $2.50, except battery sets, which will continue to pay the former rate of $2, because the government estimates its costs approximately ten times as much to operate a battery set as an electric light circuit receiver, Mr. Smart said.

While nothing official has been announced, it is understood there is some discussion of eliminating this disliked tax, and it is generally conceded that every member of the parliamentary committee would prefer to see some other method of raising the $2,500,000 now produced by the listening tax. There is a strong possibility, it is felt in some circles, that an indirect tax will be devised before March 31, 1939.

An "Honest" Tax

"Elimination of advertising is certainly part of our ultimate policy," Chairman L. W. Brockington informed the Parliamentary Committee. Every cent of the revenue derived from the recent arrangement of placing several leading U. S. commercial programs on the Canadian networks was to be used to build up Canadian programs for Canadian listeners, he explained. The CBC had to take a certain amount of advertising to build up revenue and resources to the point where commercial contracts would not be necessary.

"If the CBC were to go out of business tomorrow, every private station in Canada would be delighted to become a part of United States chains," he added.

The CBC feels that the annual license from listeners is the best means of raising revenue, Mr. Brockington stated, "since the fee is the most honest tax there is because the people know exactly what they are paying for and the tax is levied directly upon those using the utility." The CBC was aware that the license was not popular, but "we are not concerned with popularity; we are concerned with doing our duties fearlessly." Discussion of a special $1 license fee for auto radios did not progress far, but Mr. Brockington promised to take the matter up with Transport Minister C. D. Howe.

EXECUTIVES — Who say they're going to Missouri to look over the Ozarks usually end up like this. John Wayne Pearson, son of Sales Manager John E. Pearson of KWTO-KGBX, Springfield, Mo., displays the proof of his daddy's fishing prowess. The bass weighed 3½ pounds, was 19 inches long and was caught in Lake Tanycomo, near Brandon, Mo.

G-M News in Canada

GENERAL MOTORS of Canada, started on March 22 for three months a 15-minute news commentary from London, England, with Beverley Baxter, Canadian-born newsman, as commentator, Tuesdays 10 p. m. on CJCB, Sydney; CHNS, Halifax; CFCY, Charlottetown; CKCW, Moncton; CHSJ, St. John; CFNB, Frederickton; CBM, Montreal; CBO, Ottawa; CFRC, Kingston; CBL, Toronto; CKTB, St. Catherines; CKLW, Windsor; CKSO, Sudbury; CFCH, North Bay; CJKL, Kirkland Lake; CKGB, Timmins; CKPR, Fort William; CKY, Winnipeg; CKX, Brandon; CKCK, Regina; CHAB, Moose Jaw; CFQC, Saskatoon; CKBI, Prince Albert; CJCA, Edmonton; CFAC, Calgary; CJOC, Lethbridge; CFJC, Kamloops; CKOV, Kelowna; CJAT, Trail; CBR, Vancouver. MacLaren Adv. Co., Toronto, handles the account.

Paint in Canada

CANADIAN INDUSTRIES Ltd., Montreal (paints), begins April 1 to run to June a 6-weekly dramatized minute spot campaign on CFAC, Calgary; CJCA, Edmonton; CJOC, Lethbridge; CHSJ, St. John; CHNS, Halifax; CJCB, Sydney; CJLS, Yarmouth; CHNC, New Carlisle; CKPR, Fort William; CFCY, Charlottetown; VONF, St. John's, Newfoundland. A live 15-minute program starts April 3 on CFRB, Toronto. J. Walter Thompson Co., Toronto, handled the account.

FROM FAST TRAIN

KFOX Carries Program, With Good Reception

BROADCASTING from a streamlined train racing 80 miles an hour between San Diego and Los Angeles was successfully demonstrated March 19 by KFOX, Long Beach, Cal. Shortwave transmitter of KFOX operating on 2150 kc. was placed in the baggage car and antenna was strung on a welded frame along the top of three cars. Connected wire string allowed for insertion of amplifying units and microphones in any of the train's six cars. The shortwave broadcasts were picked up at Oceanside and Santa Ana for transmission to KFOX by direct wire. Listener response to the interviews on the train with guest passengers, school children and Santa Fe officials was widespread.

Members of KFOX participating in the broadcasts were: Hal Nichols, owner; Lawrence McDowell, commercial manager; Lawrence Weston, chief engineer. Ground crew technicians were directed by Harry Myers and Cal Applegate of KFWB, Hollywood. KFWB carried the broadcasts from 2:45-6:30 p. m. through KFOX, the two stations being links of the California Radio System. Announcers Manning Ostroff, Lou Merrill and Russell Hughes of KFWB participated in the broadcasts.

First CRCY Commercial

CRCY, CBC station at Toronto for sustaining features, is carrying its first commercial program, S. C. Johnson & Son Ltd., Brantford (furniture polish). having begun *Fibber Mcgee & Molly*, on Tuesday evenings March 15 to May 3, because its regular place on sister station CBL has been set aside by the CBC for other purposes. According to CBC commercial director, E. A. Weir, the station CRCY will not go commercial and the program is being carried only temporarily.

Bromo Canadian Discs

BROMO SELTZER Ltd., Toronto, has started a dramatized one-minute daily spot transcription campaign on CKWX, Vancouver; CJRC, Winnipeg; CFRB, Toronto; CKAC, Montreal; CHRC, Quebec; CKCO, Ottawa; CKCL, Toronto; CKLW, Windsor; CHNS, Halifax; CJCB, Sydney. The series runs to June, then from September to December. J. Walter Thompson Co., Toronto, handled the account.

P & G in Canada

PROCTER & GAMBLE Co. of Canada (Calay soap), on March 14 started transcription series *Wife Saver* on CFCF, Montreal; CFRB, Toronto; CJRC, Winnipeg; CKCK, Regina; CFCN, Calgary, and CJOR, Vancouver. Pedlar & Ryan, New York, placed the account.

Langley Test in Canada

LANGLEY's Ltd., Toronto, (chain cleaner) started a five weekly news commentary for 13 weeks on CBL, Toronto, as a test program. The program goes out from the studios of Associated Broadcasting Co., Toronto. The account was placed by Stevenson & Scott, Toronto.

Change in Policy On Experimentals

FCC Orders Hearings to Find Status of Research Work

A NEW policy of designating for hearing license renewals of all experimental stations which have not shown satisfactory research work during the previous license period as indicated in mandatory reports, has been embarked upon by the FCC.

At its meeting March 16, the FCC set for hearing applications of four stations for renewal of their high-frequency broadcast (apex) licenses. It also set for hearing several other experimental licenses on the same basis.

The engineering department is combing all reports of experimental licensees to ascertain whether a definite program of work is being carried forward and in cases where there appears to be no material effort in that direction, recommendations for hearings are made. In other cases, where work being done does not appear to meet requirements, the Commission is suggesting to the stations that they follow a particular type of experimentation during the ensuing license period.

No definite hearing dates have been set on any of these applications and it is likely that in most instances adjustments will be made either through agreement to carry forward experimental programs or through voluntary relinquishment of licenses. Experimenters in facsimile and television, as well as in ultra-high frequency broadcasting, will be called upon to carry forward definite programs of work. Such licenses are issued for a one year period with the requirement that the licensee submit progress reports on the nature of experimentation production.

Licenses set for hearing at the FCC meeting March 16 were those of W3XKA, Westinghouse, Chicopee Falls; W9XAZ, Journal Co., Milwaukee; W9XPD, Pulitzer Publishing Co., and W1XEQ, E. Anthony & Sons, New Bedford, Mass.

At its meeting March 23 the FCC set for hearing applications of the Chicago Federation of Labor for renewal of its international broadcast station license, giving it a temporary license subject to whatever action may be taken after hearing and also that of WDOD Chattanooga, for modification of license of its high-frequency broadcast station.

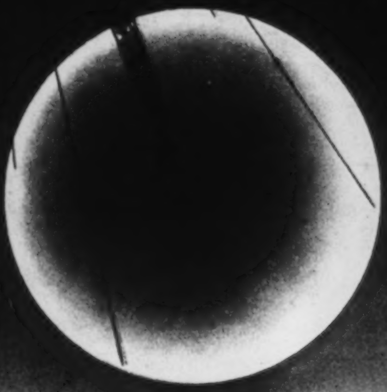
NBC Visual Change

OVERHAULING of NBC's television transmitter atop the Empire State Bldg. is about complete and the station should be ready for further experimental visual broadcasts early in April. No schedule of broadcasting has been worked out as yet, the network awaiting instructions from the television standards committee of the Radio Manufacturers Association before making any definite plans. Previous tests have already established on a fairly firm basis the 441-line definition and other standards, but there are still several points which must be tested before they can be agreed upon as standards. Later in the spring NBC plans to change its antenna system as well.

CERTIFIED INVESTMENT

Since 1912, Blaw-Knox has marched with the leaders of the radio industry, pioneering in the field of vertical radiators. Because of long experience, valuable knowledge of transmission requirements, constant research, Blaw-Knox has become the recognized clearing house for data concerning radiators of any type or design. This great fund of knowledge enables Blaw-Knox to recommend, design and construct vertical radiators that meet all special requirements and that will definitely "step-up" the antenna efficiency. Consult Blaw-Knox, expecting to find a complete understanding of all your requirements, no matter how varied they may be. Blaw-Knox experience assures good structural design and increased radio efficiency.

BLAW-KNOX
VERTICAL
RADIATORS



BLAW-KNOX DIVISION
[illegible]
[illegible]
[illegible]
Offices in New York, Chicago
Philadelphia, Birmingham, Detroit

Broadcasts Bring Success in Winter For Summer Food

Puffed Wheat and Rice Enjoy Stimulus From Dick Tracy

QUAKER OATS Co., sponsor of the *Dick Tracy* broadcasts five afternoon quarter-hours weekly on NBC's Red network, has not overlooked a single means of tying up its program with Puffed Wheat and Puffed Rice in the minds of its juvenile listeners, with the result that in less than three months —and winter ones, at that, when cold cereal sales are at the ebb— these breakfast foods are enjoying a sale that would be very gratifying even in the mid-summer season.

To begin with, the program is one that has proved its ability to attract a large audience of loyal followers on several previous occasions. Added to this as the major promotion is the never-failing club idea, in this case, the Dick Tracy Service Patrol, complete with badges, a solemn pledge, a secret code and the possibility of winning high rank. For two boxtops one can become a patrol member; sending in boxtops and membership applications of five friends makes one a patrol leader; more boxtops raise one to sergeant, lieutenant, captain and even—after 39 tops have been accumulated —an inspector general.

Proof of the interest, and capacity, of some youngsters is given by the fact that in less than three months after the program's first broadcast there are more than 100 inspector generals, while common patrol members are counted in the hundreds of thousands.

Sirens and Cannons

To drive home the sales story of cereals shot from guns each broadcast opens and closes with the boom of a cannon, followed by the hiss of falling grain. Each installment of the serial story is introduced with the words "Here comes Dick Tracy" and the shriek of sirens, a conditioning device that is believed to result in an association that will remind the young listeners of the program and product every time they hear a fire, police or ambulance siren. Commercial messages are not merely read by an announcer but are made a part of the club meeting that concludes each broadcast. Incentive to become a patrol member and constant use of the code books, which also contain details of promotions via the boxtop route, is maintained by frequent introduction of code messages into the plot of the story, which the listener must decipher if he is to keep abreast of developments.

Tying in with the retailers, the sponsor asks his listeners to trade at stores whose windows proclaim them to be Dick Tracy Headquarters. Dick Tracy displays are also furnished to retailers and their use is insured by including in each display notice of a $100 reward which the Quaker Oats Co. will pay for information leading to the arrest of anyone robbing the store. As this offer is good only if the display is up at the time of the robbery, the company has found it an effective means of keeping their displays in constant use.

While refusing to divulge exact sales figures, the sponsor admits that the program has created an "overwhelming response" and has recently added 12 stations to its network. A current coincidental survey gives it the highest rating among kid programs for program and sponsor identification and puts it in fifth place among all programs. Program is supervised by Lawrence Holcomb, radio director of Sherman K. Ellis & Co., agency for these products.

GREAT DAY — For Amarillo and the Texas Panhandle country was the *Mother-in-Law Day* celebrated March 9 with five governors and Mrs. Franklin D. Roosevelt present, and with broadcasts keyed from KGNC, Amarillo, to NBC and the Texas Quality Network. Event was brain-child of Gene Howe, editor of the *Amarillo Globe* and *News*, operating KGNC. In this photo taken during broadcast (left to right) are O. L. (Ted) Taylor, president of KGNC; Wesley S. Izzard, secretary - treasurer, KGNC, chief announcer, with Gov. Allred of Texas holding mike and Gov. Tingley of New Mexico in background.

Goodkind Agency

Mr. Goodkind

M. LEWIS GOODKIND has resigned as vice-president of Burnet-Kuhn Advertising Co., Chicago, to open a radio and advertising counsel service at 919 N. Michigan Ave. (Palmolive Bldg.) Known as M. Lewis Goodkind, the new firm will work with agencies as well as advertisers on radio and advertising problems. Calvin Holmes is associated with Mr. Goodkind. Advertising of the Trading Post, largest food store in Chicago, will be handled by the firm. Mr. Goodkind formerly was with Lord & Thomas, Chicago, where he was radio service director. Mr. Holmes was with Montgomery Ward & Co. for five years in the retail sales and advertising departments and was also with the Glen Buck agency for six years.

Kreuger Adds News

KREUGER BREWING Co., Newark, N. J., which on March 18 started a thrice-weekly sports review by Clem McCarthy on WJZ, New York, on March 22 also started *Kreuger News Reporter* on 8 stations of the Yankee Network. The program, directed by Yankee's Linus Travers, is the same as that used by Borden's Chateau Cheese last year, consisting of dramatized events in New England news. The show is heard three evenings a week, to run for 13 weeks. Agency is Young & Rubicam, New York.

SELLING WATER AT FLOOD TIME

Los Angeles Distributor Tries Radio During Disaster and Becomes Steady Sponsor

By HARRY W. WITT

CBS Southern California Sales Manager, Hollywood

CASHING IN on a disaster and at the same time offering the community a valuable public service, California Consolidated Water Co., Los Angeles, distributors of Puritas and Arrowhead bottled drinking water, seized upon the advantages afforded its business by the March floods which swept Southern California.

When muddy run-off waters threatened to pollute the water supply of many populous Southern California communities, KNX, CBS Hollywood station, was the first media to warn the public to boil or take other precautions with drinking water. The opportunity was present to sell pure bottled water to the householders during what is normally a slack season for this product.

No Time Lost

Acting quickly, the California Consolidated Water Co., through McCarty Co., Los Angeles advertising agency, contracted for several spot announcements daily during the first few days of the disaster. This station having been the first to carry warnings of possible water pollution, and also in the forefront with news coverage of the flood disaster, it was logical therefore, for the agency and sponsor to choose KNX to deliver its message to the public.

Results? They were instantaneous and overwhelming. The water company's regular staff of order-takers was completely swamped. All available office workers and even company executives were rushed into the breech. Orders started coming in even before the final word of the first announcement has been put on the air, according to company executives. A wave of orders followed each announcement, subsiding after a few hours only to be repeated with the broadcasting of the new Puritas-Arrowhead announcement.

Thus radio did another good selling job. The warnings by KNX and other Los Angeles stations, followed by the widespread distribution of bottled water, must be credited with having averted the dangers which may have arisen from the use of polluted water.

So pleased and confident is the sponsor that radio did a good job, that the California Consolidated Water Co., thru McCarty Co., has contracted for five daily daytime signal announcements on KNX, starting April 3 for 52 weeks.

Gas and Electric Utilities Start Sales Campaigns In West for Appliances

GAS APPLIANCE Society of California with headquarters in San Francisco, conducted an intensive campaign for gas ranges from March 17 to 25 using 600 announcements and dramatized spots on 24 stations in Northern and Central California. The campaign stressed a $15 saving to the consumer who purchased a gas range during the nine-day period.

Don Dudley directed the transcribed dramatic commercials and the announcements were 35, 50 and 100 words. In addition to radio, 200 newspapers and 120 theatres in 61 towns carried the advertising. Jean Scott Frickelton Agency, San Francisco, had the account.

The Electric Appliance Society of Northern California, San Francisco (electrical appliances), will stage a campaign in latter April. Spot announcements will be used on 15 stations in northern California to stress home refrigeration. Newspapers and dealer displays will also be used. Jean Scott Frickelton Agency, San Francisco, will handle the campaign.

AAAA Convention

THE 1938 convention of American Association of Advertising Agencies will be held at the Greenbriar, White Sulphur Springs, W. Va., April 20-23. Chairman of the program committee is Mark O'Dea, president of O'Dea, Sheldon & Canaday, New York. On April 22 and 23, publishers, advertisers and other guests of AAAA will be invited to attend business sessions and the annual banquet.

KGNC Names Ballard

Mr. Ballard

JOHN BALLARD, of the Globe News Publishing Co., has been named assistant general manager of KGNC, Amarillo, Tex., according to an announcement by O. L. Taylor, president and general manager of the Plains Radio Broadcasting Co. Mr. Ballard, a native of Hutchinson, Kan., joined the Globe company in 1926 as a member of its sales department. In charge of promoting feature supplements and special editions he traveled widely in New Mexico and Colorado.

Chesterfield Spots

LIGGETT & MYERS TOBACCO Co., New York, will use a split NBC-Red network of 50 stations for its new six-a-week sports review by Paul Douglas. The program, to be called *Chesterfield Daily Sports Column*, will start April 18 and will originate in whatever city the most important sports event occurs. This is NBC's first Chesterfield show, and is placed by Newell-Emmett Co., N. Y.

New Babbitt Item

B. T. BABBITT Co., New York, has introduced David Harum dog food, named for its program on the NBC-Red network in the interests of Bab-O cleanser. Cut-in announcements for the new product are now heard in Albany and Schenectady, offering a 75-cent leash and collar for 25 cents and a label. Agency is Blackett-Sample-Hummert, New York.

Available for the First Time

ON TRANSCRIPTIONS

The Time-Tested, Audience-Accepted, and
Commercially Successful Program Series

THE LONE RANGER

Recorded by

NBC TRANSCRIPTION SERVICE

in cooperation with

KING-TRENDLE BROADCASTING CORP., DETROIT, MICH.

Available to Advertisers and Radio Stations for Local Broadcast
in Certain Markets throughout the United States and Canada

For full particulars, write

NATIONAL BROADCASTING COMPANY
A RADIO CORPORATION OF AMERICA SERVICE
Electrical Transcription Service
30 ROCKEFELLER PLAZA · NEW YORK   MERCHANDISE MART · CHICAGO

WCKYs

LOCAL AND NA

IN THE PUBLICIT

XUM

S PLEDGED TO
ONAL SERVICE
TEREST...

L. B. Wilson

BROADCASTING
and
Broadcast Advertising

Published by
BROADCASTING
PUBLICATIONS, Inc.

Executive and Editorial Offices:
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
GATE TAYLOR, Advertising Manager
Subscription Price: $3.00 per year–15c a copy–Copyright, 1938, by Broadcasting Publications, Inc.
J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager
NORMAN R. GOLDMAN, Advertising Representative
NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Editorial ● MAURY LONG, Advertising
CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● HAL TATE
HOLLYWOOD OFFICE: 6331 Hollywood Blvd., Telephone GLadstone 7353 ● DAVID H. GLICKMAN

The Wheeler-Lea Act

AFTER a bitter five-year Congressional battle, new legislation designed to strengthen control of advertising has been enacted. The Wheeler-Lea Bill became law March 21 when President Roosevelt affixed his signature to the Act. The Federal Trade Commission is clothed with new powers to curb false and misleading advertising, and is given authority to impose civil penalties which it heretofore has lacked.

The new law is strong. It is of particular importance to radio because it affects directly the advertising of foods, drugs, and cosmetics which constitute perhaps one-third of radio revenue. Broadcasters, along with other media owners, are exempted from liability because of false advertising provided they supply the FTC with information as to the identity and postoffice address of the advertiser.

Assurances are given by the FTC that it will not embark upon any punitive spree with its newly-acquired authority. Its spokesmen say that there will be very little change from its present manner of operation. With its new punitive powers, however, it will be able to eliminate much lost motion in getting at the outer fringe of manufacturers who have been able to mulct an unsuspecting public because of the inadequacy of the old statute.

Broadcasters have found the FTC an eminently fair body, in past dealings. Broadcasters are interested in consumer protection, for their very existence depends upon it. The broadened law seeks that end and its judicious administration by the FTC should go a long way toward ending the crusade of anti-advertising groups to stifle legitimate business because of the sins or the unscrupulous minority.

Chain Investigation

AN INVESTIGATION of chain broadcasting has been ordered by the FCC. It was inevitable. Action came only after a controversy having all the ear-marks of another TVA situation had developed. It was fortunate that this internal strife subsided and that a resolution, concurred in by six of the seven members, was adopted as a composite of the viewpoints of the contending factions.

The inquiry order is sweeping. Yet, in scanning it, those familiar with the radio regulatory picture find that the bulk of the data is available in the Commission's own files. Of course, there is other information which the Commission must have, relating more particularly to the social and economic aspects of broadcast operation which are destined for basic consideration in future.

The fact that nothing has been done before about network regulation or purported tendencies toward monopoly in broadcasting certainly is no indictment of the industry. Yet, such an impression can be drawn from the bellowing of politicians and other anti-radio groups. In its present form, the law permitting special regulations applicable to chain broadcasting has been in force since 1934. The industry has taken no steps to block an inquiry. It will welcome a fair and open study.

It is not likely that the investigation will end the demands of the handful of members of Congress for a Congressional investigation. Already there have been charges bandied about that the projected inquiry will be a "whitewash". But it probably will have the effect of deferring any Congressional onslaught.

The bulk of the new data sought in the McNinch resolution probably can be procured by questionnaire. Much of it unquestionably will be useful in the impending super-power hearing, now scheduled for May 16. We hope the FCC will follow the course of seeking its preliminary information by questionnaire rather than at immediate public hearings, postponing the actual sessions until it has the preliminary data in hand.

In so doing, it would conserve not only its own time but also that of the stations, networks and other elements in the industry, who have jobs to do at home, and who should not be called upon to spend weeks on end in Washington for the taking of miscellaneous testimony. Moreover, the FCC itself, should be free to catch up with the maze of work confronting it, including some 200 pending broadcast docket cases, the important A. T. & T. report, the telegraph rate case, not to mention the matters that arise daily.

Unquestionably, the Commission will find certain existent practices and probably certain other prevailing conditions in conflict with "public interest". We doubt whether it will find those conditions as bad as they have been painted by oppositionist groups, who want radio placed in a regulatory strait-jacket.

There is nothing basically wrong with American broadcasting. It is admittedly the best in the world. Since the bleatings of the opposition can only be stilled by what the head-line writers call a "probe", it is best that one is being undertaken. Even though there is no dirty linen, laundry day still comes around.

The RADIO BOOK SHOP

AN ARTICLE titled "The Law on Radio Programs" written by Andrew G. Haley, FCC attorney, has been reprinted from the January *George Washington Law Review* in the form of a Senate document. Prominent among the topics discussed are censorship, defamation, false advertising, government ownership and lotteries. The article is replete with radio court cases, FCC cases and a bibliography of literature on the legal aspects of radio programs.

IMPORTANCE of radio in public schools is well described by Miss Eunice Kneece, radio chairman of Greensboro High School, Greensboro, N. C., in an article titled "Radio Education in the Local Schools" appearing in the April issue of *North Carolina Education*. The scope and significance of a school series broadcast on WBIG, Greensboro, are related and the influence of educational network programs is summarized.

"Super-Commission"

RADIO regulation appears to be catching up with itself. A new check and balance on the FCC, heretofore practically the last word insofar as its decisions were concerned, has arisen in the form of the U. S. Court of Appeals for the District of Columbia. Under the law it is the court of first recourse from FCC actions.

The FCC is still reeling from the impact of two decisions rendered last month by this court in which it found itself not only reversed but rather severely criticized. Several months ago the Court reversed the Commission in another case which appeared to open a new era in radio jurisprudence. During the preceding half-dozen years, that court had sustained FCC findings with almost monotonous regularity. The odds appeared to be all against the appellant.

There has been practically a complete turnover in the court during the last year. It is functioning with greater speed. It is going into the records of cases appealed. And it is seeking to chart the course of future FCC activity.

Without going into the merits of the reversals in these cases, several things seem apparent. The court is placing the FCC on the qui vive. It is accomplishing by juridical review what many have thought should be handled by Congress. It is forcing closer FCC scrutiny of the records, lest their examiners or their attorneys fail to base their conclusions on fact. The weight of the evidence, not "extra-legal" considerations as the court puts it, must govern.

In one case the court decided it knew of nothing in the law which forbids the owner of a newspaper to engage in broadcasting. That appears to settle that issue, as far as existing law is concerned. Of course it is another matter as to whether Congress can legislate against newspaper ownership.

It appears likely that many policy problems, dodged in the past, will be ruled upon under this new era in radio jurisprudence. And the sooner they are decided the better it will be for public, industry and government.

We Pay Our Respects To —

ANNE DIRECTOR

IF YOU FIND yourself in San Francisco some day and you're one of the growing number of persons who is becoming more than mildly interested in spot radio, we suggest that you look up Miss Anne Director. She lives up to her name literally and figuratively—A. Director. If you telephone her office, the operator will probably give the busy signal. But with patience, you'll finally reach her. In a half-hour chat with Miss Director, you'll learn things about radio that will more than repay patience and persistence.

Spot broadcasting is Anne Director's specialty. As time buyer for J. Walter Thompson Co.'s San Francisco, Los Angeles and Seattle offices, she has probably been placing more national spot business, for more accounts, than any other one person on the West Coast. Miss Director has played an important part in the developing of "western cooperative spot technique", as she terms it. A few tried and tested ideas from her experience can be applied to other fields of broadcasting, too.

Miss Director is convinced that the career opportunities in radio for a girl are "unlimited". And with a twinkle she qualifies the belief with, "If the girl will accept the fact that in any phase of commercial radio the job is often likely to last 24 hours a day". Anne, as she likes to be called, thinks that time-buying is a radio job for which a woman is especially qualified by nature. She points out that the work calls for the same cautious, thorough shopping that her 50 million sisters-in-arms employ every day.

About Anne herself: She is 5 feet, 3 inches tall, and has brown hair and eyes. "Good natured most of the time", she says, and Pacific Coast radio station executives verify the statement. Anne likes horseback riding, dancing and detective stories. "Extreme hats, and lots of 'em", she describes as her next weakness. Incidentally, Miss Director is considered one of the best dressed women in western advertising.

Her age? Well, she took the woman's privilege and changed the subject when questioned. She did say she was born in Arizona at about the time that territory became a State. Miss Director regrets that her family moved shortly afterward from the wild and colorful mining town, whose name she wouldn't reveal, to the pleasant but "oh, so quiet!" San Diego, Cal.

There Anne attended high school and State College where she majored in journalism, English and home economics. The latter, she claims, didn't leave any visible impression. By the time she was through school, her family moved to Los Angeles where she worked for several years as secretary to the public relations head of an industrial marketing corporation. Then a yearning to see the Great White Way led to the office of the Otis Elevator Co.'s advertising manager in New York.

But 1929 just wasn't a good year, she said, so back to the West Coast she came and to San Francisco. And that is where she got her first taste of agency work—with the Leon Livingston Advertising Co. Her initiation in radio came a little later when she worked with radio station representatives. That was during the babyhood days of Pacific Coast radio representation, when the station representative did selling, copy writing, mailing, surveying and a thousand other jobs and had to fight for his place in the picture.

Finally she joined J. Walter Thompson Co., where she has been doing radio work for the last five years. For a time she was in the agency's Los Angeles offices and then she was transferred to San Francisco as secretary and assistant to Fred Fidler, Shell Oil account executive and now head of the J. Walter Thompson Co. office in St. Louis. When he took over his new duties in September, 1936, Miss Director inherited much of his West Coast work, and shortly after was placed in charge of the agency's spot radio in San Francisco as time buyer.

With the agency's western radio production offices located in Hollywood, 500 miles away, Miss Director's time-buying job in San Francisco carries with it a lot of other responsibilities — "experting" on program planning, commercial criticism, merchandising, market plotting, program effectiveness checks, affairs of station management, station facilities and coverage . . . and *coverage claims!* (the italics are hers). Then too, Miss Director has developed into a public speaker of unusual merit, and gives considerable of her time telling the story of radio and how it helps to sell the products of J. Walter Thompson Co. clients. She is in great demand by service clubs, civic organizations and universities.

There have been a lot of rungs on the ladder, and "not all of them up," Anne candidly admits, but she has learned plenty from that diversity of preparatory jobs. Spot broadcasting, in which she is so intensely interested, is just another rung, she says. When that's mastered, you'll find Miss Director busying herself just as intensively in some new problem of commercial radio. It's second nature with her.

PERSONAL NOTES

VOLNEY F. RIGHTER, formerly of Young & Rubicam Inc., has joined the sales staff of WOR, Newark.

DR. FRANK N. STANTON, manager of the CBS research department, has added Clifford P. Hougland, formerly with American Mutual Liability Insurance Co.; Oscar Katz, from National Markets Analysis, and Fred Mahlstedt, who was with Arthur Kudner Inc.

CLAY MORGAN of NBC is now known as director of public relations. His title formerly was director of promotion.

G. W. (Johnny) JOHNSTONE, publicity director of WOR, Newark, on March 15 addressed the Great Neck, L. I., Teachers Assn., on "The History and Development of Radio".

MILTON BLINK, vice-president and Chicago manager of Standard Radio Inc., returned to his Chicago office April 1 following a vacation of several months at Palm Springs, Cal.

W. J. SCRIPPS, general manager of WWJ, Detroit, and Myron Golden, education director of WWJ, recently spoke to 4,000 students of Wayne U.

POOLE ROBERTSON has been promoted to commercial manager of KRBC, Abilene, Tex. He has been with KRBC since it opened in October, 1936.

H. A. SEVILLE, manager of WBAX, Wilkes-Barre, is recovering from injuries suffered in an automobile accident on Pulaski Skyway in New Jersey. He is in the New Jersey Medical Center.

O. J. KELCHNER, manager of WMMN, Fairmont, W. Va., has returned to his desk after a Florida vacation.

HENRY BELLOWS, public relations director of General Mills, and Hayle C. Cavanor, program and production manager of WCCO, Minneapolis, conducted a symposium on radio programs at Carleton College, Northfield, Minn., March 23.

JOHN BLATT of the promotion department of WKY, Oklahoma City, has gone to Colorado Springs, Col., to conduct a promotion campaign for KVOR, that city.

GEORGE A. BOLAS, formerly with the Swift & Co., branch office in Defiance, O., has been added to the NBC-Chicago sales promotion staff.

L. B. WILSON, president and general manager of WCKY, Cincinnati, is sponsoring the Ohio Valley Folk Music Festival, winner of which will participate in the fifth annual National Folk Festival in Washington.

CLYDE F. COOMBS, for a number of years account executive of NBC, San Francisco, has joined the sales staff of CBS in San Francisco. Previously he had been a broadcasting transmitter designer and installation engineer for General Electric in New York and after that engineer and western sales head for RCA-Victor.

CHARLES HOTCHKISS of the NBC sales staff in Chicago will marry Miss Carol Jacquith April 2.

HAROLD HIGGINS of the WOR sales staff in Chicago recently married Miss Edith Stahl.

ART LINICK, vice-president of WJJD, Chicago, on March 24 became the father of a baby girl, his second daughter.

DON GILMAN, Pacific Coast vice-president of NBC, Hollywood, has been elected national president of Alpha Delta Sigma, professional advertising fraternity.

FRED J. HART, president of the Honolulu Broadcasting Co. Ltd. operators of KGMB, Honolulu, and KHBC, Hilo, who makes his headquarters in Salinas, Cal., is on his semi-annual visit to the stations, having left Los Angeles March 19.

FORD BILLINGS, formerly West Coast manager of Hearst Radio Inc. and at one time manager of WCAE, Pittsburgh, and KSTP, St. Paul, has gone into the restaurant business in Glendale, Cal. His new address is 806 E. Colorado, Glendale.

HARRY W. WITT, CBS Southern California sales manager, is the father of a baby boy born March 18.

TEX RICKARD, formerly general manager of KMTR, Hollywood, plans to turn actor.

ALFRED J. McCOSKER, president of Mutual Broadcasting System, has been named representative for radio on the committe on public information for the New York World's Fair. Chairman of the committee is Colby M. Chester, president of General Foods Corp.

CLARA M. IEHL, chief, Broadcast Section of the FCC Licensing Division, underwent an abdominal operation March 15 at Emergency Hospital and is recuperating at her home.

FRANK MASON, NBC vice-president and Alfred H. Morton, manager of NBC owned and operated stations, New York, on a tour of inspection, were in Hollywood and San Francisco in late March.

CHET BLOMSNESS, formerly of KGW, Portland, Ore., recently joined the NBC sales staff in San Francisco.

DR. WILLIAM J. REILLY and Albert E. Haase have joined Townsend & Townsend Inc., New York, research specialist. Dr. Reilly has been with Procter & Gamble in market research work. Mr. Haase was once associate editor of *Printer's Ink*, and later managing director of the ANA.

H. W. SLAVICK, general manager of WMC, Memphis, has been appointed director of communications of the American Red Cross in the Memphis District by F. W. Schulz, Memphis Red Cross director of disaster relief.

CHESTER L. BLOMSNESS, sales manager of KGW-KEX, Portland, Ore., for the last two years, resigned March 15 to join the sales staff of NBC in San Francisco.

WALTER CHAMBERS, former manager of the Rock Island Brewing Co., has joined the sales staff of WHBF, Rock Island, Ill. Marvin Rosene has moved from the WHBF continuity staff to the sales staff.

DAVID H. HARRIS, traffic manager of WOOD-WASH, Grand Rapids, Mich., addressed the local Womens Advertising Club March 17 on "The Mechanics of Radio Advertising".

FLOYD C. WEISSINGER, salesman of WCKY, Cincinnati, suffered the loss of a finger March 19 while separating the bumper of his car from that of another car. On the previous day his home was burglarized of $300 in furnishings.

JOHN BLACK, merchandising specialist and commentator, was the guest speaker March 25 at the Advertising and Marketing Forum of the Advertising Club of New York. His topic was "Reaching the Radio Audience".

POOLE ROBERTSON has been named commercial manager of KRBC, Abilene, Tex., to succeed Howard Barrett who has joined KBST, Big Spring, Tex., as station manager.

CHARLES J. GILCHREST, radio editor of the *Chicago Daily News* for the last half dozen years and a writer of radio news for more than a decade, has resigned to open his own business in Chicago on broadcasting, script writing and producing. The newspaper has curtailed its radio space with Mr. Gilchrest's departure.

DICK WRIGHT, salesman of WHN, New York, is the father of a baby boy born recently.

NAYLOR ROGERS, Chicago manager of International Radio Sales, was in Hollywood during mid-March.

GORDON HOOTEN and Sam Engs, both new to radio, have joined KFOX, Long Beach, Cal., as account executives.

FREDERICK LEUSCHNER, Hollywood attorney for NBC and Radio Corp. of America, in New York on legal business, was scheduled to return April 4.

BEHIND the MIKE

DICK FISHELL, head of the special events division, WMCA, New York, married on March 18 Miss Dorothy Daniels, showgirl of the Hollywood Restaurant.

JERRY FOLEY at CBS, is now a member of the press department, succeeding Dick Schroder, resigned.

EDDIE CANTOR was guest lecturer at the Columbia University course in radio writing on Monday, March 21. The course is conducted by Erik Barnouw.

NAOMI REYNOLDS, formerly co-owner of KLZ, Denver, has joined the CBS Hollywood publicity staff.

ARCH OBOLER, after several weeks in Hollywood, has returned to Chicago to resume writing *Lights Out*, NBC-Red network sustaining serial.

ED PAUL, formerly known on the air as the Buckeye Philosopher, has joined the announcing staff of WCFL, Chicago.

WILFORD DAVIDSON has joined the Montreal CBC announcing staff. He comes from CKY, Winnipeg.

DAVID HOFMAN, announcer at CFCF Montreal, has left for London where he will be television announcer for BBC.

TOM VELOTTA, formerly of the NBC sustaining division, has been appointed assistant to Phillips Carlin, who books NBC sustaining programs. Mr. Velotta succeeds William Card, resigned.

NETWORKS—Join hands to honor Amos 'n' Andy on their tenth radio anniversary. William S. Paley, president of CBS and Lenox R. Lohr, president of NBC, signed a gold inscribed plaque honoring the comedians which was presented to them March 18 during the CBS *Hollywood Hotel* program of Campbell Soup Co. In photo are (left to right): Andy (Charles Correll), Amos (Freeman Gosden), Louella O. Parsons, mistress of ceremonies of *Hollywood Hotel*, and Cecil B. DeMille, producer of the CBS *Lux Radio Theatre*, who presented the plaque.

MARION (Cap) MALLEY has been named farm editor of KSO-KRNT, Des Moines.

HAL SCHER, former publicity director of WKY, Oklahoma City, has been named full time announcer of that station. Alla Clark has been named publicity director.

HOWARD KEEGAN resigned from the NBC production staff April 1 to become manager of Carl Wester & Co,. Chicago, production firm.

EDDIE LYON, after an absence of several months, has rejoined the KMPC, Beverly Hills, Cal., announcing staff.

WALTON NEWTON, announcer of WIP, Philadelphia, recently married Miss Romona Mitchell.

TOMMY THOMAS, former orchestra leader, has been named program director of KIRO, Seattle.

AL DAVIS, law student of Montana U., has joined the announcing staff of KGVO, Missoula, Mont.

BEN WILBUR, announcer of WFBM, Indianapolis, appears in current Camel cigarette advertisements interviewing Wilber Shaw, 1937 winner of the Indianapolis race.

VERNON BUSHONG, new to radio, is with the announcing staff of WOLS, Florence, S. C.

PAUL WING, who conducts the *Spelling Bee* on NBC, has been relieved of his duties as director of children's programs to devote all his time to the weekly spell-down. Contacts with groups concerned with children's programs will be handled by Margaret Cuthbert, director of women's activities for NBC, and the editorial duties for children's programs will be supervised by Lewis Titterton, director of the NBC script division.

MADELINE ARON of the WHN artists' bureau, has announced her engagement to Sidney S. Kaufman of New York.

JAMES RAMP, formerly program director at KGU, Honolulu, has joined the script department of the Federal Theater, San Francisco, which is presenting four programs weekly on KFRC, San Francisco, and KROW, Oakland.

KEITH KERBY, announcer-producer at KSFO, San Francisco, has been appointed supervisor of announcers.

MISS HELEN SHORT, formerly with the Community Chest in Tacoma, Wash., has been added to the KSFO office staff in San Francisco.

BRUCE WENDELL, former announcer of WMCA, New York, has joined WNEW, that city. Don Larkin has resigned from the WNEW announcing staff to free lance, but retains his commercials.

HOWARD DOYLE, former announcer of WMCA, New York, has rejoined the staff.

JACK COMBS, former assistant program director of WMCA, New York, has joined the program department of WINS, that city, as assistant program director in charge of commercial programs. Ted Webbe, former announcer of WMCA, has joined the WINS announcing staff.

WILLIAM McGRATH, production manager of WNEW, New York, is the father of a baby girl born March 18.

KATHRYN CRAVENS, who conducts *News Through a Woman's Eyes* on CBS for Pontiac Motor Co., has been judged "best-dressed woman in radio" by the Fashion Academy, New York.

GEORGE PROVOL has been named assistant program director of KDYL, Salt Lake City.

HARRY McTIGUE, sportscaster of WHAM, Rochester, is recording his interviews with the Red Wings in training at Tarpon Springs, Fla., for broadcast on WHAM. Engineer George Driscoll, of WHAM, is with McTigue in Florida.

EWELL LABHARD, formerly of KFBK, Sacramento; John Grover, former member of the NBC dramatic staff, San Francisco, and Emerson Smith have joined the announcing staff of NBC, San Francisco.

BOB LeMOND, formerly on the production staff at KEHE, Los Angeles, who figured prominently in the broadcasts of the Los Angeles flood, has been named production manager of KYA, San Francisco. He succeeds Reiland Quinn, recently named program director.

GEORGE JESSEL, Hollywood actor-producer, has relinquished the post of production advisor on the NBC *Good News of 1938* program sponsored by General Foods Corp. and produced by M-G-M. He plans a personal appearance tour with his Mutual-Don Lee network program, *30 Minutes in Hollywood*, starting April 15.

SYLVIA PRESS, publicity director of WINS, New York, took her winter vacation in a New York hospital with an attack of influenza.

EARL McGILL, CBS producer, will conduct a two-week course in radio production at the University of Iowa, starting June 13.

BILL DUNN, formerly publicity director of American Air Lines and recently with Bob Ripley has joined the CBS press department.

LOUIS FASSO, new to radio, has joined the announcing staff of WREC, Memphis.

BEN WEAVER, formerly of KWOS, Jefferson City, Mo., has joined the announcing staff of KWTO-KGBX, Springfield, Mo. Floyd M. Sullivan, KWTO-KGBX commentator, has started *Radio Spotlight*, a weekly news program sponsored by a local ice cream manufacturer.

ARCH McDONALD, sports announcer of WJSV, Washington, recently went to Orlando, Fla., to cover the training activities of the Senators, his daily transcriptions being broadcast on WJSV during his evening sports periods.

ASHMEAD SCOTT Jr., Beverly Hills, Cal., high school student, and son of the Hollywood radio producer-writer, of that name, on March 10 started his own weekly program on KECA, Los Angeles. He presents a quarter-hour tone-poem, doing his own accompaniment on the organ.

WALTER KELSEY, composer and conductor, has been promoted to musical director of NBC in San Francisco.

Arthur H. Samuels

Mr. Samuels

ARTHUR H. SAMUELS, executive producer of WOR, Newark, who entered radio last fall after a varied career in journalism and music, died March 20, following a three-day illness. He was 49. Before joining WOR in October, 1937, Mr. Samuels was editor of *House Beautiful*, and he had previously served as editor of *Harpers Bazaar* and managing editor of the *New Yorker*. During the World War he handled government publicity on behalf of rehabilitation of disabled veterans. Later, he was a partner in the advertising firm of Barrows, Richardson & Alley. In 1923 he collaborated with Stephen Jones in composing the music for the successful musical comedy "Poppy", starring W. C. Fields. At WOR he supervised production of many programs, including Pat Barnes' *Barnstormers*, Ernie Fiorito's *Studies in Contrast*, Victor Erwin's *Musical Cartoons* and Ray Sinatra's *Moonlight Rhythms*. Born in Hartford, Conn., April 15, 1888, Mr. Samuels was graduated from Princeton University in 1909. His clubs included The Players, Coffee House, Dutch Treat in New York, and the University Cottage at Princeton. He is survived by his widow, Vivian M. Samuels, and a sister, Mrs. Ruth Atkins of Hartford.

CLIFF ENGLE has returned to the NBC announcing staff in San Francisco after a year's leave of absence during which he was commentator on the *Treasure Island* series.

MURRAY MORRISON, new to radio, has joined the announcing staff of CKGB, Timmins, Ont.

WILMA JACKSON, of the CBS Hollywood script department and Ralph McDonald, public accountant, were married March 10.

ROBERT A. SHEPHERD, formerly Los Angeles philharmonic orchestra violinist, has been appointed music librarian of KHJ, that city.

T. W. HUGHES, of Chicago, has joined KMTR, Hollywood, as commentator.

BILL FULLER, former announcer-producer of KFAC, Los Angeles, has resigned to free lance.

GEORGE TOLIN, formerly in charge of radio for Allied Adv. Agencies, San Francisco, is free-lancing in Hollywood.

JOHNNIE WHITEHEAD, formerly in the publicity department of Universal Pictures Corp., Universal City, Cal., has joined Tom Fizdale, Hollywood, in a similar capacity.

RICHARD CHERWIN has joined William Stephens Inc., Beverly Hills, Cal., talent agency, as manager of the radio department.

DEAN MARKHAM, continuity editor of KHJ, Los Angeles, married Ruth Clark of New York City, in Palm Springs, Cal., Feb. 25, it was recently revealed. Mrs. Markham is known as "The Chesterfield Girl."

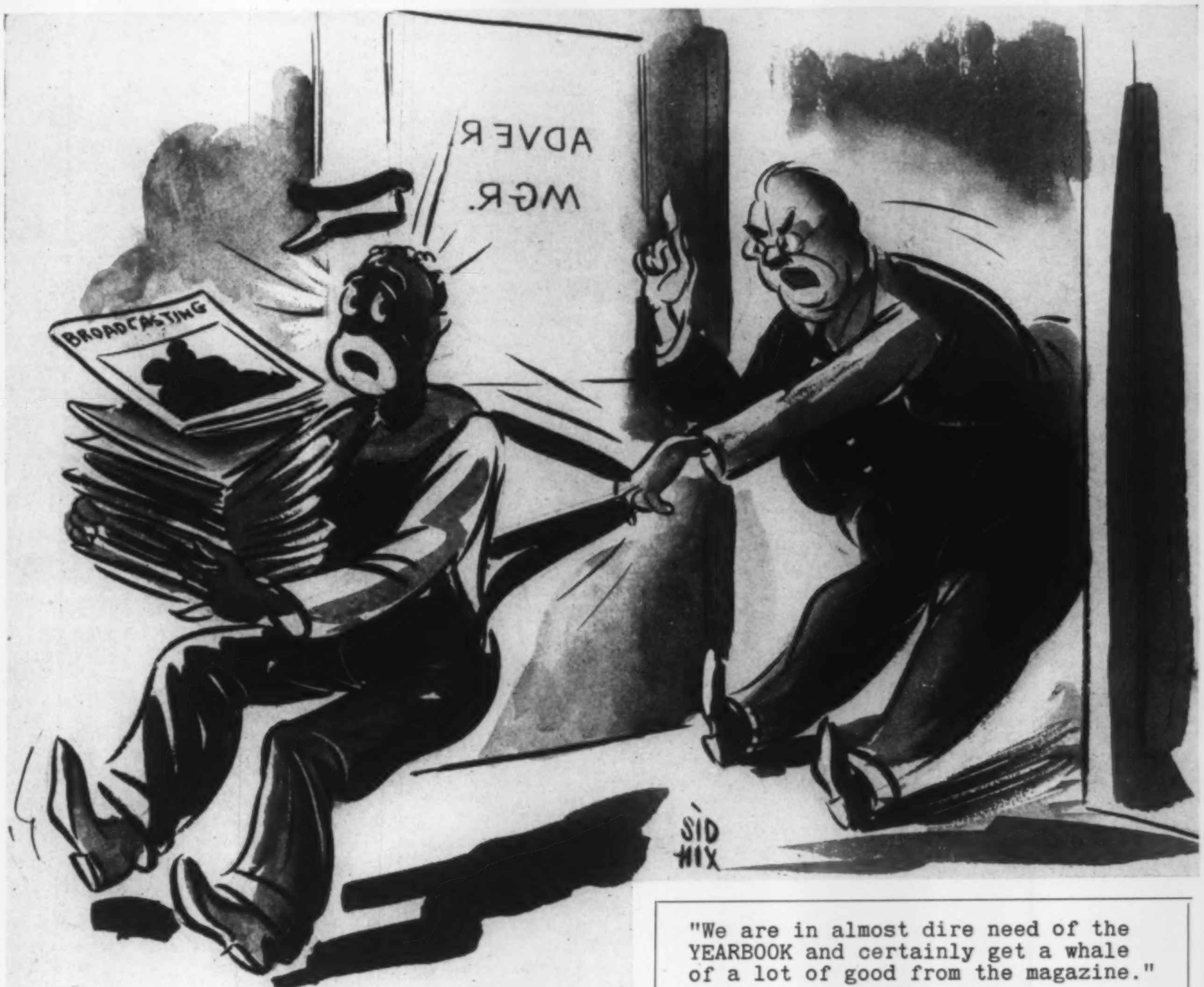
CARL MORITZ, formerly in the publicity department of RKO Radio Pictures Inc., Hollywood, has joined the exploitation staff of CBS, that city, succeeding Charles Benson, resigned. Moritz at one time was San Francisco manager of the Pacific Coast News Service, now consolidated with International News Service.

The station's
selling-chief exults,
"*Broadcasting!*
Boy! It gets results!"

peep

First in any
time buyer's poll;
Surest way to
reach your goal!

Vol. 1, No. 4 **April 1, 1938**



"Just a moment, Slip Shod! When I say clean out the old magazines, I don't mean BROADCASTING!"

"We are in almost dire need of the YEARBOOK and certainly get a whale of a lot of good from the magazine."
Monty Mann, Space Buyer,
Tracy-Locke-Dawson, Inc.

"You are doing a really notable work in providing an outstanding trade publication."
Donald D. Davis, President,
General Mills, Inc.

"I consider BROADCASTING the most important of the trade publications."
Gene E. Fromherz, Radio,
J. Walter Thompson Co.

"We have a deep interest in each issue of BROADCASTING."
William Rogow, V. P.,
Neff-Rogow, Inc.

BROADCASTING

National Press Building

Broadcast Advertising

Washington D. C.

DAVID HOFMAN, former announcer of CFCF, Montreal, has been named television announcer of the British Broadcasting Corp., London.

ARTHUR HALL, formerly of WORC, Worcester, Mass., and Russell Offhouse, formerly of WFEA, Manchester, N. H., have joined the announcing staff of WCOP, Boston.

DAVE SIMMONS, absent from radio for a year, has returned to KDYL, Salt Lake City, as assistant production manager.

BOB KNOX, formerly of WIBG, Glenside, Pa., has joined the announcing staff of WCAU, Philadelphia, to replace Taylor Grant resigned. Knox is a product of the "announcers farm" which was originated by Stan Lee Broza, WCAU program director.

LEE GEORGE, former sportscaster of KWTO-KGBX, Springfield, Mo., has resigned to do freelance announcing.

ERNEST MOBLEY Jr., formerly of KASA, Elk City, Okla., has joined the announcing staff of KFXR, Oklahoma City, to replace Perry Wooley, resigned.

WILLIAM S. WOOD Jr., recent Stanford University graduate, has joined the announcing staff of KLS, Oakland.

LOU WITHERS, announcer, temporarily at NBC, San Francisco, has returned to Hollywood.

FLOYD CATON, NBC Hollywood sound effects operator, is the father of a baby girl born in March.

MARVIN YOUNG, on the NBC Hollywood production staff since 1932, has been appointed assistant western division program manager, a newly-created post.

WILT GUNZENDORFER, formerly head of the radio department of the Thomas S. Lee Artists Service, Hollywood, has become a partner in the Amory Eckley Agency, Los Angeles talent bureau.

FRANCIS KENNEDY has been named continuity chief of WHBF, Rock Island, Ill., with Ted Randall, former WHBF announcer, as assistant. Mr. Randall is the father of a baby girl born recently. Martin Bouhan has joined the WHBF announcing staff.

RUSSELL CANTER, announcer of WBNS, Columbus, O., has completed his ninth year with that station.

PAUL SPECHT, former director of radio relations for Consolidated Radio Artists Inc., has been named general manager of COBO Inc., New York cooperative booking office.

KGVO, Missoula, Mont., has organized a class of cub announcers from the law, public speaking and dramatic departments of Montana U. under the direction of Verne Sawyer, chief announcer of KGVO, and James Alden Barber, production manager.

JERRY YOUNG, former chief announcer of WFMD, Frederick, Md. has joined the announcing staff of WJEJ, Hagerstown, Md., to handle special events.

WALLACE FORD, announcer and production manager of KFRO, Longview, Tex., has resigned to re-enter the Methodist ministry.

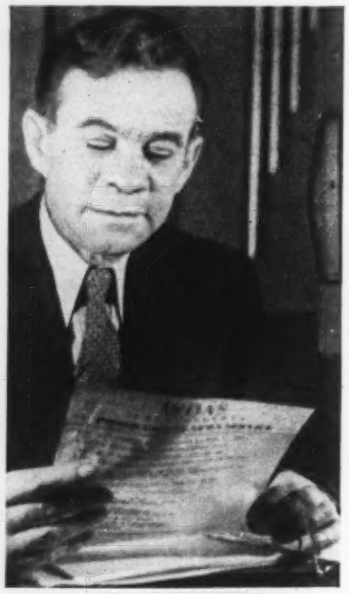
COL. JAY C. FLIPPEN on April 1 retires as m.c. of *WHN Original Amateur Hour* in New York, to be replaced by Jack Waldron. At the same time the program marks the beginning of its fifth year on the air.

CLARK SPARKS, Chicago radio singer, has joined the staff of KMOX, St. Louis, where he is now working on two commercials.

DOROTHY CHAQUETTE, formerly program director of KXBY, Kansas City, and until recently with J. Walter Thompson Co., Chicago, has joined the program department of WHIP, Hammond Ind., as assistant to Miss Doris Keane, manager and program director.

SUCCESS WITH SEARS-ROEBUCK

Yiddish Series of News Broadcasts on WDAS Completes Year; Has Big Following



NATHAN FLEISHER

SEARS-ROEBUCK Co., Philadelphia, has completed a successful year's sponsorship of news in Yiddish on WDAS, that city, presented by Nathan Fleisher, well-known Jewish author and commentator, six nights weekly, 9-9:15. The series was started when an analysis of the Philadelphia foreign population disclosed that thousands of persons in the area were able to speak and understand Yiddish but could not read it.

The program was designed to inform this section of the local population of Jewish political and social activities throughout the world. Mr. Fleisher soon learned that although his listeners were primarily interested in Jewish news there was a large demand for general news. So popular was the program that hundreds of listeners visited the WDAS studios to meet Mr. Fleisher and express their appreciation of this new radio service. He was commended from local pulpits for his repeated suggestions at Christmas time that the Jews celebrate the spirit of the holiday so that various racial groups might better understand each other..

WDAS estimates that it has added 200,000 Yiddish speaking people to its audience as a result of this series. Mr. Fleisher, recently named director of foreign language sales on WDAS, is preparing a book of his various broadcasts for publication.

CAROLL CASE, who succeeded George Jean Nathan as drama editor of *Judge*, on March 23 started a new weekly series of dramatic criticism on WINS, New York.

KELVIN KEECH, on the announcing staff of NBC from 1929 to 1935, has rejoined the staff, replacing William J. Bailey, resigned.

ROBERT SAUDEK, continuity director of KDKA, Pittsburgh, will address the National League of American Pen Women on "Building a Radio Program", April 25 in Washington, D. C.

MARDI LILES, program director of WFLA, Clearwater, Fla., will marry Mary Mildred Smith, WFLA dramatic actress, April 2. Don Bell, formerly of WHO, Des Moines, and WPTF, Raleigh, N. C., has joined the production staff of WFLA.

HAROLD FALCONNIER, formerly of WFLA, Clearwater, Fla., has joined the announcing staff of WFOY, St. Augustine, Fla. He recently married Maxine Jones, former WFLA organist.

JOHN GRAY, news writer and announcer of WBBM, Chicago, on March 21 became program director of WCOA, Pensacola, Fla.

WALLACE GADE, KJBS, San Francisco, announcer-producer, is the father of a baby boy born in March.

HUGH WEDLOCK Jr. and Howard Snyder, Hollywood radio script writers, have sold an original story, *How to Be Funny Nationally*, to Melville Shyer for production by Progressive Pictures, that city.

WALTER BUNKER Jr., associated with NBC western division since 1936 as announcer and producer, has been appointed production manager of the network's Hollywood studios, under direction of John W. Swallow, western division program director.

WILLIS PARKER, formerly KFI, Los Angeles writer, has joined 20th Century Radio Productions, Hollywood, to write the transcribed *Federal Agent* series now in production.

BETTY GOODWIN, NBC's fashion editor and television girl, has resigned her position as of April 1, Amelia Umnitz, Miss Goodwin's assistant, taking her place.

DAVE ROBERTS, former announcer-writer of WHK, Cleveland, has been assigned to write dramatized commercials for the radio programs division of Walter Biddick Co., Los Angeles.

VAYNE HART has resigned from the announcing staff of KFOX, Long Beach, Cal.

ERIC DAVIES, announcer of CKX, Brandon, Man., has been transferred to CKY, Winnipeg.

RUTH PRITCHARD, assistant publicity director of KRKD, Los Angeles, has announced her engagement to Willis O. Freitag, KRKD chief engineer.

SID GOODWIN, on the NBC Hollywood production staff, has resigned to free lance.

WLAK Transfer

TRANSFER of control of WLAK, Lakeland, Fla., to David E. Smiley and Ralph Nicholson for $14,000, is proposed in an application filed with the FCC March 23. Mr. Smiley and Mr. Nicholson are principal owners of WDAE, Tampa, and of the *Tampa Times*. The transfer would be from J. P. Marchant, D. J. Carey and D. B. Ralls. There are 100 authorized shares of stock, of which 83 are outstanding. Thirty-five shares each would be transferred to Messrs. Smiley and Nicholson and five shares to L. S. Mitchell, manager of WDAE. The $14,000 figure is based on 75 of the 83 outstanding shares, according to the application. WLAK operates on 1310 kc. with 100 watts.

EFFECTIVE April 1 announcers on the NBC staff in San Francisco went on a five-day week with a three-weeks vacation.

Johnny's Fifteenth

G. W. (Johnny) JOHNSTONE, public relations director of WOR-Mutual, on March 23 observed his fifteenth anniversary in radio. He is in supervisory charge of press relations, news broadcasts, special features and allied duties, heading a five-man department for WOR and Mutual.

Mr. Johnstone

Before joining WOR he was director of press relations of NBC, and in 1931 became assistant to M. H. Aylesworth, then NBC president. His first interest in radio came in 1910 when he procured his first amateur wireless operator's license. He served as a naval radio operator during the World War. His journalistic experience began with the *Perth Amboy* (N. J.) *Evening News*. An accomplished pianist, he later played with Vincent Lopez' orchestra. Johnstone joined WEAF as control engineer in 1923 to begin his broadcasting career. He left NBC three years ago and has played a significant part in MBS development.

National Program Urged By Education Committee

IN ITS report submitted March 18 to President Roosevelt, the Advisory Committee on Education commended the U. S. Office of Education for its radio activities. The committee recommended: "The Office of Education should not engage directly in the administration of schools, even in Federal jurisdictions. It should continue, however, to administer a national program of education by radio to the extent to which such a program proves to be desirable. The results so far have been promising.

"Education by radio is an especially appropriate activity to be carried on under national educational auspices, since the cost of such programs under State and local educational auspices may prove disproportionate to the audiences that can be reached by local nonprofit programs." The Committee was established Sept. 19, 1936, by presidential appointment under the chairmanship of Floyd W. Reeves.

Kentucky Conference

FIRST annual conference of Kentucky U. radio listening center directors will be held April 29-30 at Gander, Ky. Since 1933, 27 listening centers have been established in the Kentucky hills so that families might listen in. The purpose of the conference is to develop improved technique in establishing more radio centers in the Appalachian section. Speakers at the conference will include Dr. Frank McVey, president of Kentucky U., and Lee Coulson, manager of WHAS, Louisville.

INVISIBLE entertainers are currently getting their share of photographic publicity in the picture magazines. WNEW's *Milkmen's Matinee* was the subject of five pages in the March 22 issue of *Pic*, and Wheeling Steel's *Musical Steelmakers* occupied four pages in *Life* for March 21.

MPPA to Send Out Station Licenses Covering Recordings Made Off-the-Air

LICENSES authorizing stations to make off-the-air recordings for delayed broadcasts or for file, reference or audition purposes will soon be sent out by the Music Publishers Protective Association. Harry Fox, general manager of MPPA, said that forms will go out as soon as Association has received authorization from its copyright holding members.

Stating that the publishers are more interested in the recognition of their rights than in the income to be derived from off-the-air recordings, Mr. Fox said a nominal fee, probably $50, would be charged all stations for the six-month experimental licenses. Reports received from stations during this period, showing extent to which each licensee made use of the service, will be made a basis of future charges, he said, which will undoubtedly be varied according to use.

License Rights

Stations accepting such licenses will have the right to record off-the-air musical compositions controlled by MPPA members, provided they are copyrighted in the United States and are within the ASCAP list. Recordings may be used for delayed broadcasts if original program cannot be put on at time of broadcast, and can be sold for file, reference or audition purposes, but cannot be sold in bulk or to the general public.

Full text of the proposed license form, which will be sent to stations with explanatory letters, follows:

On behalf of the publishers named in Schedule "A", annexed hereto and made part hereof, which publishers hereinafter are referred to as my principals, I hereby grant to you the non-exclusive right, license, privilege or authority to record in the United States, either mechanically or electrically, music, musical compositions, or musical programs performed by broadcast, to the extent that the mechanical recording rights to such music or musical compositions, or part thereof, are owned or controlled by my principals, subject, however, to the following terms and conditions:

(1) That this license shall not extend to nor include musical compositions which have not theretofore been lawfully recorded under Section 1 (e) of the Copyright Act of the United States, nor musical compositions which have not theretofore been published and copyrighted.

(2) That this license shall not give you the right to record any musical composition not within the repertory of the American Society of Composers, Authors and Publishers, nor to record any performance not duly licensed by said American Society of Composers, Authors and Publishers.

(3) That no recording made or caused to be made by you hereunder shall be publicly performed for profit either by means of radio broadcast or otherwise, except that where due to unavailability of radio station facilities or resulting inconvenience to radio stations, recordings are made for delayed or deferred broadcasts, they may be broadcast within one week from the recording thereof.

(4) That no recording made or caused to be made by you hereunder shall be sold except for file, reference, or audition purposes, and that in no event shall any records (whether masters or pressings) be sold in bulk or to the general public.

(5) Each record made or caused to be made by you hereunder shall bear the following notice on a label: "The disposition or use of this record is strictly limited by written license."

(6) This license shall remain in full force and effect for the term of six (6) months from the date hereof.

(7) In consideration for the issuance of this license to you, you agree to pay therefor the sum of $———, which sum shall be payable in six equal monthly installments on the first day of each month, commencing with the 1st day of ------ 1938.

(8) You hereby accept such license subject to all of the aforementioned terms and conditions.

ASCAP Considers Plan To Curb Song Plugging

TO CURTAIL excessive plugging of popular music over the air, with competing publishers using every inducement to get their tunes broadcast and so pile up performance credits, the proposal has been made that the American Society of Composers, Authors and Publishers drop its present system of royalty pay-offs and return to the method in use formerly. Current method, adopted Jan. 1, 1936, counts broadcasts 50%, availability, or value of the total catalogue of music that is available to ASCAP licensees, 30%, and seniority 20%. Old system gave entire authority of determining how much each member should get to the Society's board.

Proponents of abandoning the present method say that it is directly responsible for the excessive song plugging on the air. Others state that song plugging would not be materially lessened by a return to the former method, as publishers would still compete for inclusion on the *Lucky Strike Hit Parade* and similar lists of most popular numbers which greatly influence buying habits of music dealers. Question has been debated vigorously at recent ASCAP meetings without a decision having been reached.

ITALIAN Professional Women of America on April 3 will dedicate a bronze plaque to the memory of Guglielmo Marconi. The ceremony will be held in New York's Town Hall, and the plaque will be placed in Radio City.

Televising Movies

MOTION pictures will be in a position to make a quick turnover to television entertainment production when the latter has been developed to a point of flexible use. Fully 50 per cent of the current film output reproduces satisfactorily via television. Only minor points involving contracts in cinematographic effort will be required to adapt 100% of Hollywood's picture output to television. These opinions were expressed by Harry R. Lubcke, television director of the Don Lee Broadcasting System, Los Angeles, when he recently presented a paper before the Hollywood division of the American Society of Cinematographers.

Austrian Clearance

BROADCASTERS licensed by ASCAP may continue to play music of Austrian composers as heretofore, according to John G. Paine, general manager of ASCAP. The situation in Austria is at the moment uncertain, he said, adding that a message from Vienna had been received asking ASCAP to pay the money due the Austrian Performing Rights Society to certain individuals, whereas ASCAP's Paris office advises that the Austrian body had been taken over by the German Society. However, Mr. Paine said that his organization has agreements with both groups and rights of American licensees will continue in any case.

HOW'S *YOUR* BUSINESS?

A LOT DEPENDS ON **WHERE** YOU'RE DOING BUSINESS!

For Example—in South Texas and

SAN ANTONIO

PAYROLLS ARE UP 8%

RETAIL TRADE UP 5%

Take a Look for Yourself

San Antonio in "Good" Spot

Estimated Consumer Income for Next Six Months
CANADA
BROOKMIRE INCOME MAP
U.S. INCOME
LEGEND
KEY TO FIGURES

—Copyright, 1938, by Brookmire Bulletins, Inc.

PLACE YOUR BUSINESS WHERE BUSINESS IS GOOD!

KTSA's potential listening audience of TWO MILLION is ready — and ABLE — to buy!

KTSA

The most efficient 5,000 watt station in the United States.

•

Full CBS schedule

THE SEAL OF SUPREMACY

NATIONAL REPRESENTATION BY INTERNATIONAL RADIO SALES
NEW YORK • CHICAGO • DETROIT • LOS ANGELES

Shafto Heads WIS

Mr. Shafto

G. RICHARD SHAFTO, vice-president and general manager of WIS, Columbia, S. C., has assumed the presidency of the station and will continue as general manager. Announcement of the promotion was made last month at a staff dinner by W. Frank Hipp of Greenville, S. C., retiring president who becomes vice-president and chairman of the Board of Directors. The promotion came on the sixth anniversary March 12 of WIS under the ownership of Liberty Life Insurance Co. Mr. Shafto, an engineer as well as a radio executive, became manager of WIS in 1932.

THE FCC on March 22 postponed until June 6 the hearing on allocations to services in the ultra-high frequency band between 30,000-300,000 kc. The hearing originally had been scheduled for April 11.

Guestitorial

CAN YOU SELL THE CHAIN STORE?

By BERT WICK

KDLR, Devils Lake, N. D.

EVERY town has its chain store problem and every radio station in a small town has the vision of the loss of the advertising of the independent merchant as the chain store encroaches on his business. Every time a merchant sells out to a chain it means one less radio account for the local station. Chain store managers, in most cases, carrying out orders from headquarters.

Locally we have been successful in selling our time and programs to everyone with the exception of the chain store. The chain grocery may take a few spot announcements but beyond that the results have been disappointing. Territorial managers of chain groceries say, and rightly, that a mere list of special prices is valueless and that to them promotional programs are wasted effort.

They prefer that the local civic organization do the promotion of the town and special events from which they reap the benefit at no cost to themselves, and are frank in telling us so. The local manager has no authority to subscribe to any community endeavor and by the time he writes the head office and receives a reply the event has passed and another nickle has been saved. Issue may be taken with us on this statement but effort in trying to sell a chain grocery store is wasted.

There is, however, one chain organization that does not fall in the category just mentioned — J. C. Penny Co. This organization is locally minded. Its managers are local boosters and have a great deal to say about the stores they run. They contribute liberally to all community activities and generally make themselves felt in all community promotions both financially and otherwise. *However, they do no radio advertising.*

There are Penny stores in every town in which there is a radio station. What an immense volume of business waits for the advertising agency that can crack them for radio appropriations to be used locally. A half-million dollars worth of business for local stations lies buried behind office doors in headquarters in New York. Every Penny manager we have contacted in the last three years favors radio advertising but his answer is, "the company does not allow it".

The Source of Trouble

Why? Because there are so many J. C. Penny stores that a radio advertisement broadcast from practically any radio station will be heard in other towns that have Penny stores but not the same prices. There the trouble lies. J. C. Penny stores feature prices and if a manager in one town wants to close out a pair of overshoes in an odd lot at 15 cents below regular price in order to clear stock and the price is heard in another town where there is a Penny store, the public expects the same price even though that store may not sell at the quoted price. It seems that some such condition existed some years ago and J. C. Penny Co. immediately prohibited radio advertising and has not allowed it since.

We may be wrong in our conclusions reached after talking to Penny managers in many towns, but we have never been able to find any information that changes the picture. Now it remains for some advertising agency to sell J. C. Penny Co. on radio. The local station salesmen will have to sell the local manager but in most cases that is the easiest part. The nut to crack is behind office doors in New York.

Whether it should be institutional advertising, price quoting, quality features or some other idea is more than we can say but certainly there must be someone in the advertising business who has a new idea to spring, an idea that not only will mean money for his firm but money for the local stations.

All Media in Kalamazoo Join Buy-Now Movement

FULL cooperation of merchants and advertising media in a "Buy Now" movement to help business and to assist in putting men back to work, resulted from a meeting in Kalamazoo March 22 called by WKZO. Following the theme of the WLW-WSAI campaign, Guy T. Stewart, sales manager of WKZO, launched the movement and asserted that it is the first time that all media in Kalamazoo, plus practically 100% of the merchants, have agreed on a single effort. The station uses "Buy Now" announcements at station breaks as part of the effort.

"We think WLW and WSAI are to be heartily congratulated and we are certainly very appreciative here of the splendid cooperation they have given us in the way of information," Mr. Stewart said.

5000 WATTS (L. S.)
1000 WATTS NIGHT

570 KILOCYCLES
Yankton, So. Dakota
Phone 443

WNAX

GETS RESULTS

Response IS PROOF OF THE MARKET—

WNAX Received **58,147** inquiries during the month of February, over **41,000** of these were a direct purchase from both city and rural buyers. Our advertisers realize increased sales by placing their account with **WNAX** which offers the largest daily listening audience in the Northwest. Try WNAX.

Representatives: Howard H. Wilson Co.
Kansas City • Chicago • New York

NBC Names Mason To Head Shortwave

Will Direct Program Service To Foreign Countries

APPOINTMENT of Frank E. Mason, NBC, vice-president and assistant to Lenox R. Lohr, NBC president, to superintend NBC activities in shortwave radio, was announced March 25 by Major Lohr. The appointment was made because of the increased inportance both technically and culturally of international broadcasting.

Mr. Mason

Mr. Mason, former NBC station relations vice-president and prior to that president of International News Service, will have complete direction of NBC's broadcasts of news, entertainment and other programs to Europe and South America, as well as the general shortwave operations of the company. Major Lohr added:

"While the licenses under which shortwave stations operate are experimental and carry no public obligation per se, NBC feels that it, along with other private broadcasters, must see to it that the United States does not lag behind other nations in international shortwave broadcasting.

Growth of Shortwave

"In this period of world stress and widely conflicting political ideologies, it is especially important that NBC be alert to the needs of the United States for communicating its policies and actions to all parts of the world.

"Shortwave radio has become increasingly important, as improvements effected over the period of the past 12 months at Station W3XAL increased the range, and consequently the audience, which could be reached by American broadcasts.

"With his background of experience as former president of International New Service, and as vice-president in charge of NBC's station relations for a number of years, Mr. Mason is exceptionally well-qualified to guide our shortwave plans and their development.

"Mr. Mason has held newspaper positions of importance in various European capitals over a number of years, and, speaking several languages, he is an apt interpreter of the American viewpoint to foreign listeners.

"Since the principal feature of shortwave broadcasting is news, his experience as a journalist, and his seven years with NBC, will enable him to give these highly important activities such direction as few others could bring to radio's newest sphere."

Shortwave Change

CBS on March 22 announced that its shortwave schedule to Latin America would be enlarged and that a second commentator had been added to its Spanish staff. Americo Lugo-Romero, writer of Santo Domingo, is the new W2XE commentator who will handle the Saturday and Sunday evening news programs, 6:45-7 p. m., that have been added to the W2XE schedule. In addition he will broadcast a news program on cultural subjects each Wednesday evening from 7:45 to 8 p. m. and will announce five CBS musical programs for Latin American listeners in Spanish. The announcements heretofore had been made in English.

ISLAND FOR SALE
A Time Buyer's Paradise!
KGNC

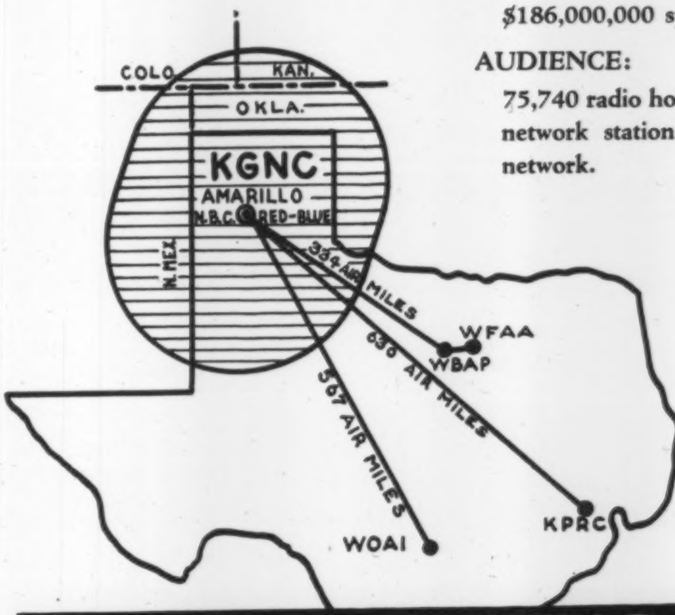
KGNC Dominates And Controls This Rich, Isolated, Panhandle Market!

SIZE:
Larger in area than Pennsylvania!

POPULATION:
426,000 people, 97% native-born, white Americans!

INCOME:
$186,000,000 spendable income, annually!

AUDIENCE:
75,740 radio homes, with KGNC the only affiliated network station! Available, Red and Blue NBC network.



PRICE:

$^{\$}$120 Per Unit Hour

$^{\$}$60 Per Daytime Hour

National Representative
Howard H. Wilson Co.
New York Chicago
Kansas City

KGNC AMARILLO TEXAS

DETAILED BROCHURE ON REQUEST

Purely PROGRAMS

Got the Measles

DURING the present measle epidemic in El Paso, Tex., a daily show called *The Measles Club* has started on KTSM under the direction of Roy Chapman. Conrey Bryson, KTSM continuity writer, was responsible for the idea which has been greeted with floods of congratulatory phone calls, according to KTSM. Program consists of kid tunes and a story period.

* * *

Pure Chance

WHEEL is spun on *Wheel of Chance* and if it stops on the telephone number of a CKYW listener a messenger is dispatched with $5. The daily show is aired at dinner time, 6 p. m., under the direction of Joe Gentile. It pays to listen to our station, says CKLW, Detroit-Windsor.

Both Ways

CURRENT controversy about swing music is put up to its listeners by WDGY, Minneapolis, which broadcasts two programs each day, one featuring original orchestrations of old favorites and the second swinging the old favorites. Cash prizes are given for the best letters and the letters are piling in, according to WDGY. Sha-Ri Inc., that city, sponsors both programs titled *The Modern Trend.*

* * *

Helping the Brides

FOR service to newlyweds who are furnishing a home, KYA, San Francisco, has started a daily series called *The Bride's Bureau.* The show calls attention to the latest modes in furniture, draperies, kitchen utensils, clothing, cooking, gardening, home design and construction.

Park Strolling

REMOTE programs from the local public parks of Dallas have started on WFAA, that city. The idea is to stroll through the parks and query boys, girls and parents about summer vacation plans, spring and flowers. Hal Thompson handles the program titled *Sunday Outing* and WFAA says it's going big.

* * *

Everybody's Business

NOVEL program on WTOC, Savannah, Ga., is titled *Everybody's Business* and consists of local news scoops, chatter about changes in local business personnel, personal items. All items for the show are covered the day of the broadcast to insure fresh news. This Thursday night program surely has a following, says WTOC.

* * *

Time to Nap

FOR little tots who take an afternoon nap, WHK, Cleveland, presents *Fairy Tale Time* each afternoon from 1:10 to 1:15 p. m. featuring Kay Brennan. We get a lot of fan mail signed by babies with the help of their appreciative mothers, says WHK.

HORSE—Named "Jubilo" came up in the elevator to the studios of KOA, Denver, to participate in *The Roving Ranger*, a children's program. Buck Owens, who is featured on the program, led "Jubilo" to the mike. More than 20,000 youngsters joined Owens Clubs and entered a contest to name the horse.

* * *

The Merchants' Day

HOME TOWN talent is used by KTHS, Hot Springs, Ark., for its weekly merchants' trade day program broadcast from a different nearby town each week. Harry Jackson, KTHS producer, has charge of the show. The first program was recently piped from Malvern, Ark., and another from Fordyce, Ark., 80 miles southeast of Hot Springs. Local listeners certainly enjoy these shows, says KTHS.

* * *

The Truth and WLW

KNOWING that everyone enjoys a good lie, WLW, Cincinnati, has started a Saturday night show called *International Liars' Club.* Heading the show is William E. Green who claims to be the biggest liar on the WLW staff. Lee House, continuity director of the show, disputes Green's claim. Unique slant is the dramatization of five lies per program. Cooperating with WLW is the Dog House Club of America Inc., Cincinnati, Kennel No. 1.

* * *

Sitters

PROVING that people in hotel lobbies are not just professional sitters, WCOA, Pensacola, Fla., has started *Lobby Loungers*, a twice weekly interview series emanating from the lobby of the local San Carlos hotel. Hotel guests are interviewed and there's fun all around, says WCOA.

* * *

The Marketplace

NEW slant on the inquiring reporter is given on KLZ, Denver, during a weekday morning program remoted from the local public market by John Rainbolt, KLZ announcer. Both shoppers and merchants are interviewed and all interviewees get shiny new dimes.

* * *

Cooking and Kids

COOKING lessons for children are broadcast Saturday mornings on KIRO, Seattle, in a series directed by Helen Malloy, home economist. The weekday series for adults includes all phases of home making.

INDIANA
OHIO
MICH

THE WOWO* FAMILY Annually Spends $119,553,000 For Food Products

● Here is a big midwestern family that "sets a good table" . . . spending more than a hundred million dollars a year for food products alone . . . Repeated success of advertisers make WOWO stand out as THE strong influence on the buying habits of its active family.

WESTINGHOUSE RADIO STATIONS, Inc.
FREE & PETERS, National Representatives
*Residents within the WOWO Primary Area

A "FAMILY" OF 2,143,412 PEOPLE

The WOWO primary area extends over 61 rich and populous counties in Indiana, Ohio and Michigan. According to 1930 census, population of the area is greater than Los Angeles, Detroit, or Cleveland. Annual retail sales total $515,380,000 (1935).

10,000 Watts; 1160 Kc.
NBC Basic Blue Network

WOWO
FORT WAYNE • INDIANA

INDIANA'S MOST POWERFUL RADIO STATION!

Steers and Steaks

STEAKS for breakfast, why Panhandle Herefords are the best in the world and what will happen if cattle are imported from Argentina were among subjects discussed recently on KGNC, Amarillo, Tex., by a group of seasoned and experienced cattlemen. Every Tuesday evening KGNC features its *Open Forum of the Air*, an unrehearsed discussion period with groups of citizens talking over some public topic. The cattlemen aroused so much listener interest that we've asked them to come back soon, says KGNC.

* * *

Brother, Can You Spare . . .

DRAMATIZATIONS of help for those in financial straits is the theme of a new series on WDRC, Hartford, Conn., sponsored by the commercial banks of Hartford County. Titled *Money Matters* the Friday night series dramatizes everyday occurrences that might well take place in any home. Subjects include: protecting depositor's money, business loans, transfer of funds, safety of checks, overdrawn checking accounts, counterfeit money, commercial loans, money management, personal loans, trust services.

Chirp For Puff

FLASHES of fear ran up and down the spine of an NBC engineer in San Francisco the other day when the *Borden Hughesreel*, daily program on NBC-Red network, started off with cricket chirps instead of the usual locomotive roar. He had forgotten to shift records after the preceding program.

Axes Are Ground

SMART idea for an educational program is the one used on KFRO, Long View, Tex., under the direction of John MacDonald, KFRO program director. Titled *The Declaimers* the program presents three high school students daily who express their views on local, national and international affairs. Any student with an axe to grind can have his say and according to KFRO the series has aroused wide local interest because the older generation is startled by the considered thought that youngsters are giving to important social questions.

* * *

Song and Style

WITH piano music designed to interpret styles, WLBC, Muncie, Ind., broadcasts a daily program called *Fashions in Melody* from the dress department of The Ball Stores, local department store sponsor. During the spring showing of dresses and frocks, Car Noble, WLBC program director, plays the music and Francis Higgins, WLBC special events announcer, handles the commercials. Women throng the store to watch the broadcast, says WLBC.

* * *

Awful Notes

LISTENERS to the weekly community sing on WMIN, Minneapolis, get many a giggle from the clever presentation. Frank Devaney of the WMIN staff walks through the studio crowd and urges volunteers to give vent to long suppressed artistic urges by doing a bit of solo work.

For Those Who Dig

REALIZING the importance of seasonal activities, WCCO, Minneapolis, has started a Saturday series titled *Radio Garden Club* in cooperation with the Minnesota Horticultural Society. Purpose is to give listeners practical information on care of lawns, planting and propagation of flowers, landscaping and general upkeep of gardens. Members of the Minnesota U agriculture department are speakers.

* * *

Sap Broadcast

WHEN the maple sap recently started to flow in Ohio, WBNS, Columbus, sent its mobile transmitter truck to Delaware County to describe the activity in a maple sugar camp. Russ Canter, WBNS announcer, and Harlow Lucas, engineer of WBNS, handled the program. Listener response was sweet, says WBNS.

* * *

Handwriting

TO TEACH its listeners how to read character from handwriting, WCFL, Chicago, has started a series called *Know Yourself*, featuring Bill Cavanaugh, formerly of WLS, Chicago, an expert graphologist.

EDDIE — And Waldo, dummy woodpecker, raise billy ned on KTUL, Tulsa, six mornings a week during *The Clarkwatchers*, a variety program sponsored by Clarke's Clothiers, that city. Waldo pecks out the correct time and keeps reminding Eddie to give the weather reports. Trick sound effects and humorous buildup for commercials are featured.

* * *

Oddities

BASED on unique and unusual stories that come through the UP news service weekly, WAAF, Chicago, has started a Sunday afternoon program called *News Room Oddities*.

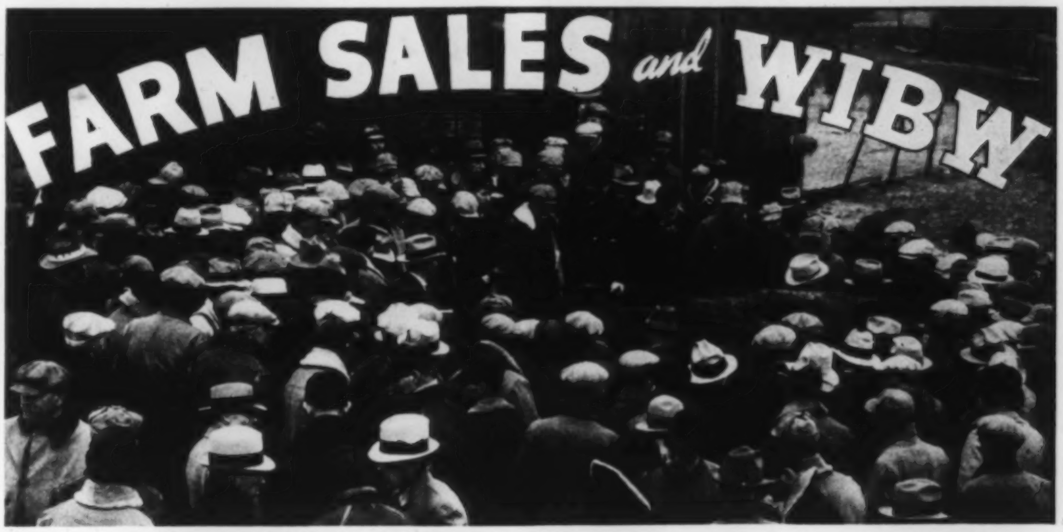
Stars Suspended

NOVEL series on WIP, Philadelphia, is called *My Stars* and is designed for amateur astronomers. After a talk on some particular star that is clearly visible on the night of the broadcast, Armand Spitz, local publisher and astronomer, will suspend the program for a few minutes while the listeners look out of the window at the star. Intermission music with stars as the theme will be played in this interim so that star-gazers will have appropriate background for their gazing.

* * *

Ghost Voices

VOICES of once-famous opera stars and the narration of their lives are combined in *Ghost Voices*, a thrice weekly program on WCKY, Cincinnati, written by Virginia Golden and produced by Mendel Jones, WCKY program director. RCA-Victor recordings of Caruso, Schumann-Heink, Farrar, McCormack, Chaliapin, Galli-Curci and Alma Gluck are featured. Tie-in with old memories is profitable, says WCKY.



Farm Sales are intimate, neighborly affairs. But there's *another* kind of Farm Sale . . . the kind WIBW produces . . . the kind YOU WANT.

Both require the same personal, neighbor-to-neighbor contact. That's the reason WIBW's entire program schedule is built to reach 348,000 farm and small town homes with that same friendly confidence they feel when chatting with the folks that live "down the road a piece".

***WIBW is their neighbor!* And this friendship is a money-making asset to WIBW advertisers . . . for when a neighbor speaks, what he says carries weight.**

That's why Farm Sales in Kansas mean WIBW . . . why WIBW means GREATER PROFITS FOR YOU.

FREE
A big, thick, usable Mail Record Book. For recording your daily mail response from *any* media. Comparative data at your fingertips.
Write For Your Free Copy

WIBW—"The Voice of Kansas"

BEN LUDY, *Manager*

Represented by
CAPPER PUBLICATIONS, INC.
New York—Detroit—Chicago
Kansas City, Mo.—San Francisco

Represented by
WALTER BIDDICK COMPANY
Los Angeles—San Francisco
Seattle

Let's Talk about SPOTS

Bright Spots
Right Spots

• Sales spots must be chosen today with the utmost care. Advertising dimes are ordered to bring back sales dollars. Babson, viewing the disturbed economic condition, in his March sales and credit report, advises: "Avoid those states where recession is pronounced. Detour your spring campaigns around such localities and ride into places where recession has not gained such a foothold. We are continually hearing of business men who are doing a good volume in the Southwest, especially in Texas and OKLAHOMA. We have urged clients for some time to go after business in this territory."

WKY covers more of the nation's brightest spot than any other station

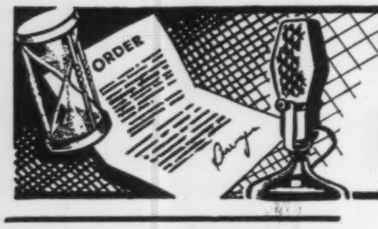
• The right spot for your advertising message to this bright spot is WKY. By a wide margin WKY covers more of Oklahoma than any other station. Within WKY's 0.5 mv. contour (daytime) are 62.88% of Oklahoma's radio homes and 64.12% of every retail dollar spent in the state. WKY backs up this top coverage in a top market with the finest facilities, the most balanced programming, the most effective showmanship and the most devoted audience in the state. Ride into this market this year with WKY.

WKY

OKLAHOMA CITY

AFFILIATED WITH THE OKLAHOMA PUBLISHING COMPANY

REPRESENTATIVE — THE KATZ AGENCY, Inc.



THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGY, Schenectady

Canada Dry Gingerale Co., New York, 3 weekly *sa*, thru J. M. Mathes, N. Y.

Socony-Vacuum Oil Co., New York, weekly *sp*, direct.

Baker Extract Co., Boston, weekly *sp*, thru Wm. B. Remington, Boston.

E. L. Knowles, Springfield, Mass. (Rubine), 3 weekly *t*, thru Lawrence M. O'Connell, Boston.

Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), weekly *t*, thru Presba, Fellers & Presba, Chicago.

Saltesea Packing Co., Providence, 6 weekly *sa*, thru Livermore & Knight, Providence.

KGO, San Francisco

Frank E. Patrick Glass Polish Mfg. Co., San Francisco (glass polish), weekly *sa*, thru Fletcher S. Udall & Associates, San Francisco.

Langendorf United Bakeries Inc., San Francisco (Old Homestead bread), weekly *sp*, thru Leon Livingston Adv. Agency, San Francisco.

Industrial Training Corp., Chicago (instruction school), weekly *t*, thru James R. Lunke & Associates, Chicago.

KNX, Hollywood

Manhattan Soap Sales Corp., New York (Sweetheart soap), 2 weekly *sp*, thru Milton Weinberg Adv. Co., Los Angeles.

Nestle's Milk Products, New York (Alpine Coffee), 6 weekly *sp*, thru Leon Livingston Adv. Agency, San Francisco.

Superior Sea Food Co. Ltd., Los Angeles (canned fish), 6 weekly *sp*. thru Hillman-Shane Adv. Agency, Los Angeles.

WBT, Charlotte

American Memorial Co., Atlanta, 26 *sa*, thru Groves-Keen, Atlanta.

Southern Dairies, Washington, 12 weekly *sa*, thru McKee, Albright & Ivey, Philadelphia.

H. B. Davis Co., Baltimore (paint), 2 weekly *t*, thru Van Sant, Dugdale & Co., Baltimore.

WDWS, Champaign, Ill.

Griesedieck Bros. Brewing Co., St. Louis, 6 weekly *sp*, thru Anfenger Adv. Agency, St. Louis.

Dr. W. B. Caldwell Inc., Monticello, Ill., 5 weekly *t*, thru Cramer-Krasselt Co., Milwaukee.

WFAA, Dallas

International Shoe Co., St. Louis, weekly *sp*, thru Tracy-Locke-Dawson, Dallas.

Brown & Williamson Tobacco Corp., Louisville, 5 weekly *sp*, thru BBDO, N. Y.

WNBX, Springfield, Vt.

Krueger Brewing Co., Newark, 78 *sp*, direct.

American Tobacco Co., New York, 21 *ta*, thru Lord & Thomas, N. Y.

KVOR, Colorado Springs

Lever Bros. Co., Cambridge, Mass. (Spry), 208 *sa*, thru Ruthrauff & Ryan, N. Y.

Kellogg Co., Battle Creek (cereal), 208 *t*, thru N. W. Ayer & Son, Philadelphia.

KPO, San Francisco

Lyon Van & Storage Co., Los Angeles, weekly *t*, thru Charles H. Mayne Co., Los Angeles.

International Shoe Co. (Peter's Div.) St. Louis (Peter's shoes), weekly *sp*, thru Long Adv. Service, San Francisco.

Gallenkamp Stores Co., San Francisco (shoes), weekly *sp* thru Long Adv. Service, San Francisco.

Pepsodent Co., Chicago (antiseptic), 5 weekly *sp*, thru Lord & Thomas, Chicago.

WTMJ, Milwaukee

Zonite Products Co., New York (Larvex), 24 *sa*, thru McCann-Erickson, N. Y.

Barton Mfg. Co., St. Louis (shoe polish), 33 *sa*, Anfenger Adv. Agency, St. Louis.

Gibbs & Co., Chicago (cosmetics), 13 *t*, thru Ruthrauff & Ryan, N. Y.

WOL, Washington

B. C. Remedy Co., Durham, N. C., 5 weekly *sp*, thru Harvey-Massengale Co., Durham.

Heurich Brewing Co., Washington, 36 *sp*, thru Romer Adv. Service, Washington.

Stanback Medicine Co., Salisbury, N. C., 7 weekly *sp*, direct.

WHO, Des Moines

Interstate Nurseries, Hamburg, Ia., 6 weekly *sp*, direct.

DeKalb Agricultural Assn., DeKalb, Ill., 13 *sp*, 30 *sa*, thru Frank Presbrey Co., N. Y.

Vocational Service Inc., Chicago, 4 *t*, thru Roy H. Alber, Los Angeles.

KTHS, Hot Springs, Ark.

Magnolia Petroleum Co., Dallas, *sa*, thru Bruck-Sacks Co., Dallas.

American Tobacco Co., New York (Roi Tan), *sa* series, thru Lawrence C. Gumbinner Adv. Agency, N. Y.

WNEW, New York

Community Opticians, Jamaica, N. Y., 6 weekly *sp*, thru Commonwealth Adv. Agency, Boston.

Jadwiga Remedies, Brooklyn (Reddy Rub), weekly *sp*, 18 *sa*, direct.

WOR, Newark

Manhattan Soap Co., Brooklyn, 2 *sp*, weekly, thru Milton Weinberg Co., Los Angeles.

Childs Restaurant Co., New York, 3 *sp* weekly, thru Blackett-Sample-Hummert, N. Y.

Bosco Co., New York (milk amplifier) 3 *sp* weekly, thru Kenyon & Eckhardt, N. Y.

Penick & Ford, Ltd., New York (My-T-Fine desserts), 6 *sp* weekly, thru BBDO Inc. N. Y.

KSFO, San Francisco

Drackett Co., Cincinnati (Drano, Windex) 2 weekly *t*, thru Ralph H. Jones Co., Cincinnati.

Calavo Growers of California, Los Angeles (avacados) 3 weekly *sp*. thru Lord & Thomas, Los Angeles.

Southern Pacific Co., San Francisco (transportation) 2 weekly *sa*, thru Lord & Thomas, San Francisco.

WMCA, New York

Gruen Watch Co., Cincinnati, 52 *t*, thru McCann-Erickson, N. Y.

Riverbank Canning Co., Riverbank, Cal. (tomato paste), 39 *sp*, thru Klinger Adv. Corp., N. Y.

Clarke Shoe Co., New York, 8 weekly *sa*, 52 weeks, thru Friend Adv. Agency, N. Y.

Alka-Dent Products Co., New York, 3 weekly *sa*, thru Ruthrauff & Ryan, N. Y.

WJJD, Chicago

Knox Co., Los Angeles (Cystex-Tayton), 6 weekly *sp*, thru Allen C. Smith Adv. Co., Kansas City.

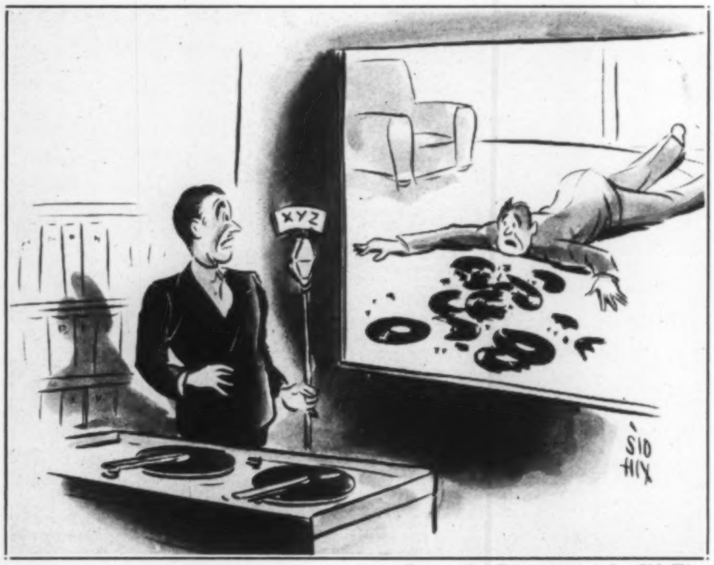
Trems Inc., St. Louis (Nerve tablets), 6 weekly *ta*, thru Kelly, Stuhlman & Zarndt, St. Louis.

Gardner Nursery Co., Osage, Ia. (nursery) weekly *sp*, thru Northwest Radio Advertising Co., Seattle.

KYA, San Francisco

Hambaugh Realty Co., Los Angeles (real estate) 4 weekly *sp* and *t*, thru Frank Wright & Associates, San Francisco.

Globe Grain & Milling Co., Oakland (flour), 5 weekly *sa*, thru W. A. Miller Agency, Oakland.



Drawn for BROADCASTING by Sid Hix

"The program originally scheduled for this period has been cancelled due to circumstances over which we have no control."

WIS, Columbia, S. C.

Naughton Farms, Waxahachie, Tex. (flowers), daily *sp*, thru Rogers & Smith, Dallas.

Gardner Nursery Co., Osage, Ia., daily *t*, thru Northwest Radio Adv. Co. Seattle.

B. C. Remedy Co., Durham, N. C. 6 weekly *sp*, thru Harvey-Massengale Co., Durham.

B. C. Remedy Co., Durham, N. C. 2 daily *sa*, thru Harvey-Massengale Co., Durham.

Stanback Medicine Co., Salisbury, N. C., 5 weekly *sp*, thru J. Carson Brantley, Salisbury.

Comet Rice Co., New York, 2 weekly *t*, thru Freitag Adv. Agency, Atlanta.

Bayer-Semesan Co., Wilmington, Del. (fertilizer), 26 *sa*, thru Thompson-Koch Co., Cincinnati.

Coca-Cola Co., Atlanta, 5 weekly *t*, thru D'Arcy Adv. Co., St. Louis.

CFCH, North Bay, Ont.

Quaker Oats Co., Peterboro, Ont. (flour), 2 weekly *t*, thru Dominion Bcstg., Toronto.

Ogilvie Flour Co., Winnipeg, 2 weekly *t*, thru J. J. Gibbons, Toronto.

Dr. A. W. Chase Medicine Co., Oakville, Ont. (Paradol), 5 weekly *sa*, thru Ardiel Adv. Co., Oakville, Ont.

Lallemand Refining Co., Montreal (yeast), 2 weekly *sa*, thru Desbarats Adv. Agency, Montreal.

CKGB, Timmins, Ont.

Canadian Radio Corp., Toronto (sets), 6 weekly *t*, direct.

Fred A. Lallemand Refining Co., Montreal (yeast), 10 *sa*, thru Desbarats Adv. Agency, Montreal.

Ogilvie Flour Co., Winnipeg, 3 weekly *t*, thru J. J. Gibbons, Toronto.

Templeton Ltd., Toronto, 39 *t*, thru Associated Bcstg. Co., Toronto.

KHJ, Los Angeles

Maiden Form Co., New York (brassiers), 5 weekly *sa*, thru Arthur Rosenburg Co., N. Y.

Union Pacific System, Omaha (transportation), weekly *sa*, thru Caples Co., Chicago.

Haas-Baruch & Co., Los Angeles (Iris coffee), weekly *sp*, thru Erwin, Wasey & Co., Los Angeles.

KFI, Los Angeles

Battle Creek Food Co., Battle Creek (cereal), 2 weekly *sp*, thru Erwin, Wasey & Co., Chicago.

Scudder Food Products, Los Angeles (potato chips) 2 weekly *sa*, thru Emil Brisacher & Staff, Los Angeles.

WINS, New York

Seidenberg Cigars, Newark, 2 daily *sp*, Milton L. Lewis Agency, Newark.

Barney's Clothes, New York, *sa*, 39 weeks, thru Alvin Austin Co., N. Y.

WGN, Chicago

Manhattan Soap Co., New York (Sweetheart soap), 2 weekly *t*, thru Milton Weinberg Adv. Co., Los Angeles.

KMPC, Beverly Hills, Cal.

Imperial Mutual Life Ins. Co., Los Angeles (insurance), 2 weekly *sp*, thru W. B. Ross & Associates, Los Angeles.

KFWB, Hollywood

Swift & Co., Chicago (meat, dairy products), 3 weekly *sp*, thru J. Walter Thompson Co., Chicago.

WIND, Gary

General Mills, Minneapolis (Wheaties) daily *sp*, thru Knox Reeves Adv., Minneapolis.

KDYL, Salt Lake City

Acme Breweries, San Francisco, 130 *sa*, thru Emil Brisacher & Staff, San Francisco.

Agencies

SHELDON MILLIKEN, time buyer of Pedlar & Ryan, New York, ill since March 1, will take a year's leave of absence.

R. A. DORMAN, former office manager of BBDO, New York, has joined the radio department as assistant to Arthur Pryor Jr.

ROLAND MARTINI, executive of Gardner Adv. Co., New York, was in Hollywood in late March to confer with NBC executives on summer plans for the Marion Talley program sponsored by Ralston Purina Co.

COURTLAND D. FERGUSON, Washington, head of the agency bearing his name, is the father of a baby boy, Courtland D. Ferguson II, born March 18.

DOUGLAS D. CONNAH has been appointed radio and publicity director of James A. Greene & Co., Atlanta agency. Mr. Connah, for five years with CBS press department and for two years in charge of radio publicity for BBDO, will make his headquarters in New York, devoting most of his attention to Nehi Inc., *Royal Crown Revue*, which started March 11 on the NBC-Blue network.

C. LAWTON CAMPBELL, Ruthrauff & Ryan, New York vice-president in charge of radio, was in Hollywood in mid-March.

GLENHALL TAYLOR, Young & Rubicam Hollywood producer, has been transferred to New York to continue producing the CBS *Phil Baker* program for Gulf Oil Corp.

HENDRY BART, formerly head of the radio department of Harold Gordon Adv. Agency, Los Angeles, has joined the *Los Angeles Examiner* promotion department.

HARRY A. MAY, has been appointed manager of the Indianapolis office of Raymond R. Morgan Co., Hollywood advertising agency and radio program producers.

ALBERT E. GIBSON, formerly of the commercial department of WAGA, Atlanta, has been named account executive of Eastburn Siegel Inc., agency of that city.

MISS ABBIE CARUTHERS, formerly of KMOX, St. Louis, has joined Oakleigh R. French & Associates, that city, as director of radio to handle accounts for women listeners.

LIONEL BRIDGE, at one time associated with the radio department of Lord & Thomas, Los Angeles, has been appointed manager of Sheed & Ward, New York publishing firm.

J. BROOKS EMORY, assistant copy chief, has been appointed director of research of Benton & Bowles, New York.

K. E. SHEPARD, Chicago advertising agency, on March 30 moved from 360 N. Michigan Ave., to larger quarters at the Tribune Tower, 435 N. Michigan Ave.

RUSSELL E. PIERCE, publicity director of Cecil, Warwick & Legler, New York, who has been in charge of promotion for Sherwin-Williams' *Metropolition Auditions of the Air*, will be married in mid-April to Jane Laidlaw of New York. They will take a trip around the world.

C. C. CHAPELLE, of H. W. Kastor & Sons Adv. Co., Chicago, retains his agency connection while serving as vice-president of the midwest chapter of American Marketing Assn., and has not left the Kastor firm, as might have been implied from an article in the March 15 issue of BROADCASTING.

HUBBELL ROBINSON, executive producer in Young & Rubicam's radio department, is the author of the lead article in the April issue of *Scribner's Magazine*. Mr. Robinson also had a story published in *Esquire* some time ago.

WILLIAM B. TRACY, formerly with Lennen & Mitchell, has joined Arthur Kudner Inc., New York, in an executive capacity.

GEORGE SCHER, publicity director of Lennen & Mitchell, taking a four-month leave of absence, sails on the *Greystone Castle* April 20 for a trip around the world, returning Sept. 1.

DR. O. L. TINKLEPAUGH has been appointed manager of the research department of J. M. Mathes Inc., New York. Dr. Tinklepaugh had been with Lennen & Mitchell and Vick Chemical Co.

KURT PETERSON of Marschalk & Pratt, New York; Webb Artz of the United States radio division, and J. A. Miller of Esso Marketers, visited WWNC, Asheville, N. C., March 26 while on a tour of stations carrying the *Esso Reporter* broadcasts.

BUCHANAN & Co., has moved its Los Angeles offices from 929 So. Broadway to larger quarters in the Beaux Arts Bldg., 1709 W. Eighth St. Charles W. Curren has been named account executive. He was formerly with Donahue & Coe, New York.

LEON J. MARSHALL, of the sales and merchandising staff of KVOR, Colorado Springs, and Edward M. Thiele, of the *Chicago Evening American* reasearch department, has joined the research department of H. W. Kastor & Sons Adv. Co., Chicago.

THEY'RE TUNING IN WATL IN ATLANTA

IT'S A HABIT!

Atlanta listens to WATL Newscasts. Broadcast every hour on the hour Available for sponsorship

WATL
ATLANTA

Results COUNT MOST

CFAC
Calgary • Alberta
1000 WATTS
FULL TIME
BASIC CBC

WEED & COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • CHICAGO
DETROIT • SAN FRANCISCO

EXCUSE US PLEASE ~ BUT MAY WE OFFER THIS COMPARISON?

ARK.
TEX.
LOUISIANA

★ Shreveport

1937 New Car and Truck Sales in 75 mi. Area
43.9% Greater Than in a Similar Area Around New Orleans
Shreveport: 22,700 New Orleans: 15,767

WE HOLD NO BRIEF against the New Orleans market. Everyone knows it is one of the South's greatest.

Yet, in the 75-mile area around and including SHREVEPORT, new car and truck sales for 1937, according to R. L. Polk & Company, exceeded those in a similar area around and including New Orleans by **43.9%**.

The discovery and continued growth of the world's richest oil fields, including the largest field in the world, in the Shreveport zone, have brought about an increase in population far beyond 1930 figures. And automobile sales are only **one** of the many indices of stimulated buying power in the new and greater Shreveport area.

KWKH • KTBS
10,000 WATTS CBS 1,000 WATTS NBC
Shreveport, La.

REPRESENTED NATIONALLY BY THE BRANHAM CO.

BEST EQUIPPED

to serve you

in the
11 WESTERN STATES

For thorough and dependable representation in the West, the Walter Biddick Company is best equipped to give you 100% service.

Our six full-time salesmen call regularly on agencies and advertisers in the entire territory. Since there are over 250 advertising agencies in this section you can readily see there is business available. Many of these agencies' clients are national accounts, scores of them are of regional importance and are expanding.

Moreover, the West is *first* among nine U. S. areas in per capita retail sales and in population increase. Let us help you get your share of business from this growing all-year-round territory.

Walter Biddick Co.
RADIO STATION
REPRESENTATIVES

Los Angeles . San Francisco . Seattle

Radio Advertisers

CUMBERLAND BREWING Co., Cumberland, Md. (Old Export Beer), has named Cahn, Miller & Nyburg, Baltimore, to handle its campaign. Radio, newspaper, out-door and point of sale advertising will be used.

INDIANA State high school basketball tourney was sponsored on WOWO-WGL, Ft. Wayne, Ind., March 3-19 by Perfection Biscuit Co., Buick Motor Co., Deitzen Baker Co.

MORTON SALT Co., Chicago, on March 28 started a six-week quarter-hour program featuring Irving Kaufman on WHN, New York. The contract, for 13 weeks, was placed by Blackett-Sample-Hummert, Chicago.

INGLEWOOD PARK Cemetery Assn., Glendale, Cal. (burial lots), and longtime radio users, on April 5 starts a Tuesday night 52-week half-hour musical program on KFI, Los Angeles. Advertising Arts Agency, Los Angeles, has the account.

SCUDDER FOOD Products, Los Angeles, (potato chips), a frequent user of radio, on March 15 started a 13-week campaign using spot announcements twice weekly on KFI, that city, and KFOX, Long Beach. Firm will extend its coverage to Northern California April 6 utilizing KPO, San Francisco, and KROY, Sacramento. Agency is Emil Brisacher & Staff, Los Angeles.

MANDARIN FOOD Products, Los Angeles, distributor of Fresh Popped pop-corn, after a test, on March 26 started for 8 weeks a Saturday night five-minute commentary program, *Views of the News*, on KFI, that city. Bert Butterworth, head of Bert Butterworth Adv. Agency, Los Angeles, servicing the account, is commentator.

THEY USE MULES IN THEM HILLS!

WAVE's audience of 1,070,918 souls owns 151,484 passenger cars. This 43-county *urban market* owns 59% more passenger cars than the entire 93 Kentucky counties outside our sphere, combined! .... WAVE offers you the biggest part of Kentucky's *buying power*—at half the cost of any other Louisville medium! May we send you the PROOF?

An N. B. C. Outlet
National Representatives:
FREE & PETERS, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

ON THE AIR—As well as the dotted line went the signature of Martin O'Hara, executive of Child's Co., restaurant chain, who signed the contract for Child's sponsorship of John Gambling's early morning program on WOR during an actual broadcast. Mr. Gambling (left) and Frank Braucher, WOR's vice-president in charge of sales, look on approvingly as the station in one fell swoop gets a new sponsor and an alleged radio first.

CANADIAN National Carbon Co., (Eveready batteries), Toronto, was to start on April 1 six-weekly five-minute newscasts over Canada's most northern commercial station, CFGP, Grande Prairie, Alberta. Clark Locke, Toronto, handled the account.

PAUL M. BRYANT, former assistant to the president of Zenith Radio Corp., Chicago, has joined Pervel Corp., New York, (fabrics), as executive vice-president.

JAMES MFG. Co., Fort Atkinson, Wis. (Jamesway Farm Product) has placed its account with Klau-Van Pietersom-Dunlap Associates, Milwaukee. Rural stations have been used regularly by Jamesway in the past.

I. LEWIS CIGAR MFG. Co., Newark, on April 4 will start two programs on WINS, New York, each running 15 minutes six days weekly. One is a program of racing results and gossip, broadcast by Bill Harding for Flor de Melba cigars; the other a baseball summary by Don Dunphy for Seidenberg cigars. Milton Lewis Adv. Agency, Newark, placed the business.

JOHN S. GARCEAU has been named advertising and sales promotion manager of Crosley Radio Corp., Cincinnati.

OGILVIE FLOUR MILLS, Montreal (cereals, flour), has started two live talent shows *Hymn Tyde* and a vox pop on CFRB Toronto, to run 13 weeks with likelihood of being renewed for a year. J. J. Gibbons, Toronto, is agency.

CHICAGO & NORTHWESTERN Railway, Chicago, on March 28 renewed its six-weekly *Suburban Hour* on WMAQ, Chicago, for 52 weeks.

MONROE CHEMICAL Co., Quincy, Ill. (Bath-A-Bloom) has appointed Stack-Goble Adv. Agency, Chicago, to handle its account. A Sunday half-hour dramatic show, *Crossroads*, has been started on WMAQ, Chicago.

BUNTE BROS., Chicago (candy bars) will do no radio advertising until next fall when it is possible that spot announcements similar to the ones that were used in past seasons will be started on a list of stations. Erwin, Wasey & Co., Chicago, has the account with Homer McKee, account executive.

CANADIAN National Carbon Co., Toronto (Eveready batteries), renews April 1 the 6-weekly minute dramatic spots on 13 western stations, adding CJRC, Winnipeg, and CFAR, Flin Flon. A five-minute news program starts on CFGP, Grande Prairie, Alb. Clark Locke, Toronto, handled the account.

INTERNATIONAL SHOE Co., St. Louis (Peter's shoes) has started a weekly program *Peter's Surprise Party*, Sunday afternoon quarter-hour, on KPO, San Francisco, and KFI, Los Angeles. Agency is Long Adv. Service, San Francisco.

JOHNSTON & MURPHY, Newark (shoes), has appointed Thornley & Jones, New York, to direct advertising. While no consumer advertising is being done at present, radio may be used later.

HOMERB Liquo-Garlic Products Inc., New York, has appointed T. J. Maloney Inc., to direct advertising. No media plans have been made.

SYLVAN SEAL MILK Inc., Philadelphia and Baltimore, producer of milk and other dairy products, has placed its advertising account with Al Paul Lefton Co., Philadelphia. Media plans are incomplete.

STRAUSS STORES Corp., New York (auto supplies), is sponsoring broadcasts of the New York matches of the Stanley Cup play-off hockey games on WMCA, New York. Business was placed direct.

CHICAGO BEDDING Co., Chicago, has placed its account with Selviair Broadcasting System, Chicago. Its quarter-hour Saturday morning show on WLS, Chicago, will be continued, according to Walter Zivi, account executive.

NELSON BROS. FURNITURE Co., Chicago's largest local radio advertiser, expending $100,000 annually on the air, effective April 1 placed its account with George H. Hartman Co., Chicago, Tom Kivlan account executive. Present radio advertising on nine Chicago stations will be expanded for the summer months. Nelson Bros., currently building a new store on Chicago's South Side, also has stores in Milwaukee and Peoria, with radio being used in both those cities.

A GROUP of banks in St. Louis have placed their account with Jimm Daugherty, St. Louis. Announcements calling attention to the various bank's safety deposit boxes will shortly be started on KSD.

SOCONY-VACUUM Oil Co., New York, on March 29 started *Socony Flying Red Horse Review*, a half-hour musical show, on WGY, Schenectady. The program is heard at 7:30-8 p. m. Tuesdays. Agency is J. Stirling Getchell, New York.

DR. J. C. CAMPBELL, San Francisco, chain dental system with offices in 12 California cities has started 50 and 100-word spot announcements on ten stations in California. Alternate groups of stations in various localities will carry the spots at different times. Dr. Campbell recently placed all his radio advertising in the hands of Allied Advertising Agencies, San Francisco.

EARL MAY SEED Co., Shenandoah, Ia., (seeds) has been using three quarter-hour programs on WLS, Chicago, four quarter-hours on WLW and three quarter-hours on WJR, Detroit, placed through Presba, Fellers & Presba Inc., Chicago. In addition time is placed direct on KMA, Shenandoah, and the Iowa network.

No outside station delivers satisfactory signal in downtown Springfield under all weather conditions.

WCBS
ILLINOIS 2nd. MARKET

NATIONAL REPS.
Sears and Ayer

SPRINGFIELD
ILLINOIS

THE ILLINOIS STATE JOURNAL STATION

Reps

WDBJ, Roanoke, Va., CBS outlet, has appointed Free & Peters, New York, as national advertising representative.

JOHN BLAIR & Co., has enlarged their quarters at 341 Madison Ave., New York, by taking over additional floor space adjoining former offices. George Bolling, Eastern manager, has moved into the new space.

ADVERTISING ASSOCIATES, Atlanta, has been appointed southern representative of WOPI, Bristol, Tenn., according to W. A. Wilson, general manager of WOPI.

MURRAY GRABHORN, vice-president of International Radio Sales, New York, has returned to New York after a conference with Hearst executives in Los Angeles. Jack Gross, manager of KEHE, Los Angeles, accompanied Mr. Grabhorn to New York for a two-weeks visit.

CFRC, Kingston, Ont., and CKPC, Brantford, Ont., have named Joseph Hershey McGillvra as exclusive Ontario representative.

WQAM, Miami, CBS station, has appointed John Blair & Co., New York, as advertising representative.

BRANHAM Co., has been appointed national representative of KXYZ, Houston, and KRIS, Corpus Christi, Texas, making 12 stations now being represented by the firm. Others are WMC, KRLD, WTJS, KBIX, KTBS, KWKH, WWNC, and the West Virginia network comprising WCHS, WPAR and WBLK.

KTMS, Santa Barbara, Cal., has appointed Walter Biddick Co., Los Angeles, its Pacific Coast representative.

C. P. JAEGER, head of the Chicago office of Transamerican Broadcasting & Television Corp., recently became the father of a baby boy. Mrs. Jaeger, the former Loretta White, was a radio actress.

WILLIAM RILEY, of the Chicago office of Weed & Co., is the father of a baby girl born March 25.

FOREST JOHNSTON, recently in charge of foreign language programs for Van Cronkhite & Associates, and M. Natirbov, formerly in the media department of Benton & Bowles, have formed the firm of Johnston & Natirbov, which will represent foreign language stations and act as counsellors to agencies and advertisers in the use of foreign language programs. New firm has opened offices in the Graybar Bldg., New York.

JORDAN MARSH Co., Boston department store, is using WCOP, that city, in a concentrated campaign leading up to its annual birthday sale.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD
•
LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

Hearst Signs Fox

J. LESLIE FOX has resigned as sales director of KMBC, Kansas City, to become Pacific Coast manager of International Radio Sales.

Mr. Fox

Mr. Fox, noted in the radio industry for his aggressive sales tactics and a pioneer in the field of program merchandising, will establish headquarters in San Francisco April 1. John Livingstone, former Pacific Coast manager of IRS, has been appointed national advertising manager of KEHE, Hearst station in Los Angeles, and Southern California representative for IRS. Mr. Fox began his radio career at KFH, Wichita, and was subsequently associated with WSM, Nashville; WMCA, New York, and WLS, Chicago, before joining KMBC a little more than two years ago.

CAB Agency Franchise

FRANCHISE applications of the Canadian Association of Broadcasters for advertising agencies are being realeased to agencies, covering March 1, 1938 to Feb. 28, 1939. Applications must furnish a statement of assets and liabilities, certified by an independent accountant approved by the CAB, which must show a surplus of current liquid assets over current liabilities satisfactory to the CAB. After March 1, 1939, a definite dollar value requirement will be necessary. Applicants must submit proof of contracts of three national advertising accounts of character satisfactory to the CAB, with sufficient in commissions at 15% to maintain the advertising agency organization. This condition will also require a dollar value next year. The CAB undertakes to keep agencies informed on the exclusive representatives of broadcasting stations. Other clauses on the application are similar to or covering similar material in the franchise of the NAB.

New Chicago Branch

NEW Chicago office for Radio Features Inc., is Ferris & Livingstone at 75 E. Wacker Drive. The new firm is headed by George Livingstone who recently resigned from the CBS press department in Chicago. Associates of the new firm are Ed Reynolds, former newspaperman, and Grace Bok, former publicist for *Clara, Lu & 'Em*. Mr. Livingstone was succeeded at CBS by Epes Sargent, who will be an assistant to Frank Rand, CBS publicity director in Chicago. Edythe Dixon, former publicity director of WLS, Chicago, has joined Tom Fizdale Inc., that city. She is succeeded at WLS by Chuck Acree who will edit *Stand-By*. Marge Kerr, formerly of Tom Fizdale, has joined the NBC-Chicago press department.

New Cosmetic Firm

MARY PICKFORD COSMETICS Inc., New York, has appointed Campbell-Ewald Co., New York, to direct advertising. M. St. John Brenon is account executive. Radio may be used.

Conover Sells Business, Organizes New Agency

H. K. CONOVER Co., Chicago representative, has been sold to Radio Time Agency, a newly-organized firm headed by Palmer Terhune, formerly of DeLisser-Boyd & Terhune. Offices are at 630 N. Michigan Ave. and stations represented are: WCAZ, Carthage, Ill.; WLBC, Muncie, Ind.; WGRC, New Albany; WBNX, New York; WKOK, Sunbury, Pa.; KFRO, Longview, Tex.; KCMC, Texarkana; WBTM, Danville, Va.; WIBU, Poynette, Wis.; CHWK, Chilliwack, B. C.

Mr. Conover has organized an agency, the Burton-Keith Co., with offices at 360 N. Michigan Ave. Included among the accounts are Townsend National Recovery Plan Inc., Chicago, on five Midwestern stations and a test campaign for Tebex Laboratories, Dwight, Ill. (bronchial medicine) which is being cut for use on a group of Midwestern stations. An extensive list of stations will be used in a fall campaign for Tebex, according to Mr. Conover.

CKLW Names Fuss

APPOINTMENT of Philip A. Fuss as eastern sales representative of CKLW, Windsor-Detroit outlet of Mutual, was announced March 23 by Frank Ryan, general manager of the station. Mr. Fuss for three years has been a member of the sales staff of WMCA. He has established offices for CKLW in Rockefeller Plaza. Before joining WMCA, he was in the WOR sales department for five years.

WBIG,
Where
Business
Is
Good
in Greensboro . . .

has a national reputation for its local programs, for its educational programs, and for merchandising.

Located in the richest and most populous area in the modern south, WBIG gives advertisers one hundred per cent dollar value for their advertising.

Centering the first county in North Carolina, in Greensboro, WBIG is the favorite station in a favored region.

A Columbia Station!

Geo. P. Hollingbery Co.
National Representatives

Write
Edney Ridge
Director
for
"Facts and Data"

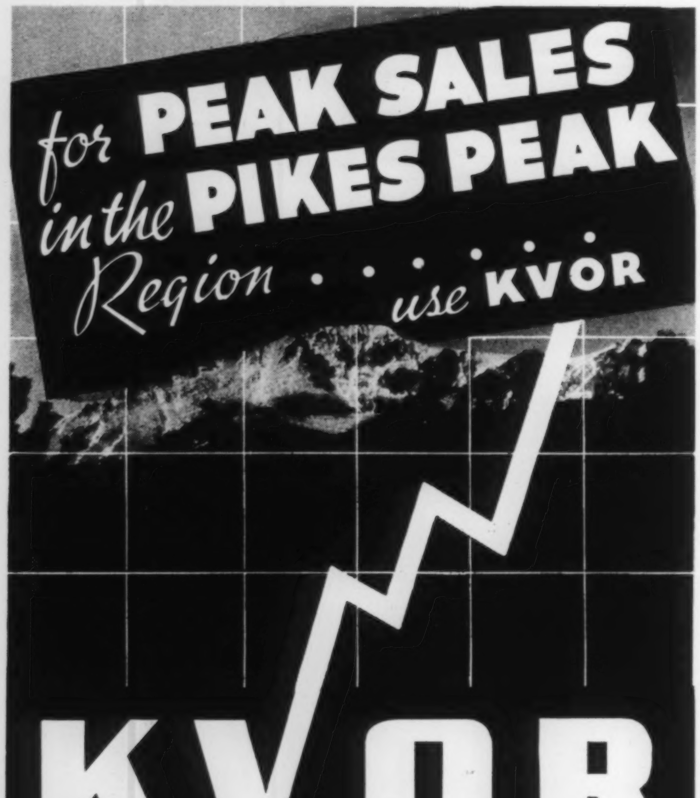
IN
GREENSBORO, N.C.

Sponsor: "By gad, sir!—I want nothing but Western Electric equipped stations for my programs."

New Cigarette Tested

P. LORILLARD Co., New York, is staging a test radio campaign for its new product, Sensation 10-cent cigarettes, on station KFRC, San Francisco. It is sponsoring a quarter-hour twice-weekly program titled *Don't You Believe It*, Tuesdays and Thursdays, 9:30 to 9:45 p. m. (PST), featuring Bob Bence. The program was launched March 29 for a period of 13 weeks. It was conceived and written by Cranston Chamberlain of the KFRC production staff and was auditioned for the tobacco company by transcription. The agency is Lennen & Mitchell, New York.

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.
Available!
Now for sponsorship . . . "Daddy Couch's Young Folk's Program", now in its ninth year, has a tremendous listening audience—and has proved itself a "best" medium for advertisers.
BASIC STATION OF COLUMBIA BROADCASTING SYSTEM
National Representatives
INTERNATIONAL RADIO SALES


for PEAK SALES
in the PIKES PEAK Region . . . use KVOR
KVOR

CBS NETWORK—COLORADO SPRINGS—FULL TIME
REPRESENTATIVE — THE KATZ AGENCY, Inc.
Affiliated With WKY, Oklahoma City, and The Oklahoma Publishing Company

HOLLYWOOD FIRMS FORM DISC GROUP

ORGANIZATION of a trade association among Los Angeles and Hollywood transcription producers and distributors was effected in mid-March with Charles C. Pyle, head of Radio Transcription Co. of America, elected president. It is known as the Association of Radio Transcription Producers of Hollywood, and current negotiations between the American Federation of Musicians and the transcription industry was the motivating factor tending to organization.

The West Coast group will coordinate with the committee of eastern radio transcription producers in the pending negotiations in setting up a licensing system for regulation that will be satisfactory to all concerned, Mr. Pyle said following the association's first meeting March 15.

Besides Mr. Pyle, officers and directors of the newly formed association are Frank W. Purkett, vice-president and general manager of Associated Cinema Studios, Hollywood, vice-president; R. U. McIntosh of R. U. McIntosh & Associates, Los Angeles, secretary; C. P. MacGregor of C. P. MacGregor Co., Hollywood, treasurer; Gerald King, president of Standard Radio Inc., Hollywood, director; and John J. Wilson, general counsel.

The association will also set a standard of high quality for transcribed programs which can be marketed under a "made in Hollywood" imprint.

TRANSCRIPTIONS

WORLD Broadcasting System has added to its list of subscriber stations KARK, Little Rock, Ark.; KELD, Eldorado, Ark., and WTAD, Quincy, Ill.

STANDARD RADIO, Hollywood, has increased its office force and trebled its production headquarters at 6404 Hollywood Blvd., that city. New and larger executive offices have also been added. Expansion program was made necessary with the establishing of Standard's new Tailored Transcription Service. Don Allen is production manager. Randolph F. Hall is in charge of scripts.

WILLIAM H. VOELLER, former vice-president of Conquest Alliance Co., New York, and afterward with Fitra Productions, Hollywood, has joined the Aerogram Corp., Hollywood, as associate producer in charge of contacts with agencies, advertisers and also promotion of radio productions.

R. L. FERGUSON, formerly sales manager of WLW, Cincinnati, and later with Hearst Radio in New York, and NBC managing stations in Chicago, Cleveland and New York, has joined the sales staff of Trans-Air Inc., Chicago, according to Ray Launder, vice-president. Mr. Launder said that three other salesmen will shortly be added to the Chicago office since Trans-Air has been appointed midwestern representative of Twentieth City Radio Productions, Hollywood, an affiliate of Aerogram Corp.

E. V. BRINCKERHOFF Recording Studios has received a 39-week renewal contract for the *Ave Maria Hour* transcriptions, sponsored by the Franciscan Friars, Graymoor, New York. Brinckerhoff is also making audition transcriptions for a program featuring Billy Jones and Ernest Hare; and the company has acquired all radio rights to "Andrew Jackson, the Border Captain" and "Andrew Jackson, Portrait of a President," two-volume biography by Marquis James.

NEW NBC Thesaurus subscribers are KLAH, Carlsbad, N. M.; WCSH, Charleston, W. Va.; and OAX4I and OAX4J, Lima, Peru.

RADIO-MUSIC Corp., with headquarters at 1011 So. Western Ave., Los Angeles, has been organized by Harold William Roberts, leader of the famous Trojan bands. Firm will specialize in the production of musical recordings and transcriptions. A radio talent bureau has also been established.

Pacific Northwest Coverage Group
●
KFPY . . . Spokane
KGIR . . . Butte
KPFA . . . Helena
KRSC . . . Seattle
KXL . . . . Portland
●
Represented by
GENE FURGASON & CO.

WBS Sponsored Hours In February Gain 84%

SPONSORS whose programs were broadcast via World Transcriptions used a total of 11,227 station quarter-hours during February, an increase of 84% over the same month last year, according to Norton Cotterill, WBS vice-president. Breakdown of the 42 advertisers using World discs shows foods and food beverages in the lead, with 11 advertisers sponsoring 5,540 station quarter-hours. Complete classification breakdown follows.

	Accounts	*Station ¼ Hours*
Automotive	4	1,471
Drugs & Toilet Goods	9	1,224
Foods & Food Beverages	11	5,540
Financial & Insurance	1	226
Household Appliances	3	210
Jewelry & Tableware	1	4
Laundry Soaps and Cleaners	3	2,260
Oil & Gas	2	100
Paints	1	182
Miscellaneous	7	10
Totals	42	11,227

MERTENS & PRICE, Los Angeles, has sold *Sunday Players* biblical discs serial for 52 weeks each to Netherland Dairy Co., Syracuse, on WSYR, thru Flack Adv. Agency, that city; Woodyard Funeral Home, Columbus, O., on WHKC; Atlantic National Bank, Jacksonville, Fla., on WMBR. Wade Lane's *Home Folks*, transcribed serial has been taken for 52 weeks by Combs Funeral Service Inc., Miami, on WIOD and Mizell Simon Mortuary, West Palm Beach, Fla., on WJNO.

TWENTIETH CENTURY Radio Productions, Hollywood, has started to produce a 39-episode quarter-hour dramatized transcribed program, *We, the Jury*. Aerogram Corp., Hollywood, is cutting series.

MAURICE WETSEL, Chicago manager of NBC Transcription Service, is making a six-week motor tour of the Southwest in the interest of the Thesaurus library service.

TITAN PRODUCTION Co., San Francisco, has sold its library transcription series and service for rights in Australia and New Zealand to the American Radio Transcriptions Agencies of Sydney and Los Angeles.

FRED WAGNER has joined the script department of Associated Cinema Studios, Hollywood transcription firm.

WALLACE F. BUSSE has been appointed field manager of Radio Transcription Co. of America, Hollywood producers, to act as station and agency contact in Southern California. He was recently sales manager of KIEV, Glendale, Cal. Radio Transcription Co. of America on July 1 will call in all district field managers for a 30-day sales convention with C. C. Pyle, president, in charge.

ASSOCIATED Broadcasting Co., Toronto, is developing eight transcription series for syndication in the United States and Canada, on which all talent is Canadian.

Oxol Spots on 13

J. L. PRESCOTT Co., Passaic, N. J. (Oxol stove polish), has started a series of five-a-week spot announcements on 13 stations. WCAU, Philadelphia, is carrying a daily quarter-hour period of music and news. Other stations are WCKY WOR WHAM WGBI WBNS WJAR WGAR WMAQ WQY KDKA KWK WNAC WRVA. Agency is BBDO, New York.

Equipment

KGKO, Fort Worth, Tex., has purchased an RCA 5-D transmitter along with speech input equipment. The station is being moved from Wichita Falls.

KWLK, Longview, Wash., has purchased a 250-G RCA transmitter and speech input equipment.

GATES RADIO & SUPPLY Co., Quincy, Ill., announces model 20-B console type speech input system, designed with all common requirements for flexibility in studio use plus use of negative feed back in the audio circuit producing a low distortion content. A catalog supplement has been issued. Gates announces installation of its remote control apparatus by WBRK, WGAU, WJBL, WEBQ, KLUF, WSUI, KFWB, KOOS, XETB, WLAP, KRE, WKBH and CHNS.

RCA on March 20 started a special Pullman car equipped with commercial sound amplification and reproducing products on a 7,000-mile tour with stop-overs in 24 principal cities. Purpose of the tour is to demonstrate the variety and scope of RCA commercial sound products to architects, engineers, school administrators, etc. Among the equipment is a school sound distribution system for sending radio programs to classrooms and an electron multiplier tube developed by Dr. V. K. Zworykin, RCA television scientist. In charge of the tour is W. L. Rothenberger, manager of RCA commercial sound sales.

WFLA, Clearwater, Fla., has installed a new 82-A RCA high fidelity monitoring amplifier and cabinet speaker.

AMPERITE Co., New York equipment manufacturer, has introduced the new Amperite Compact Velocity Microphone, described as the smallest complete velocity ever made. Weighing one pound, it includes output transformer, cable connector and switch, and, in spite of its size, is reported to have the output of a large velocity. It can be used on high gain amplifiers. It is designed for standard microphone stand or hand microphone.

WLBC, Muncie, Ind., has installed a Presto De Luxe recording unit, according to Donald Burton, owner of WLBC.

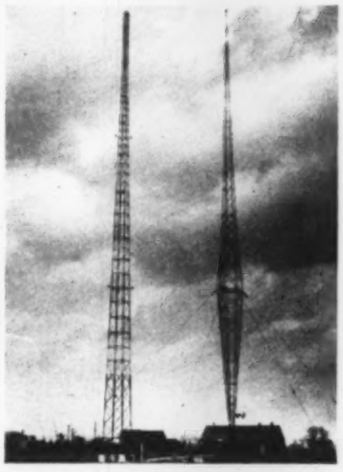
CKLW, Detroit-Windsor, has installed Presto recording equipment with duo-turntables and type 85-E amplifiers in its special events department.

WHLS is the call assigned to the new local station authorized in Port Huron, Mich., to the Port Huron Broadcasting Co. The station holds a construction permit for operation on 1370 kc. daytime, with 250 watts. Licensees are Harmon Leroy Stevens and his father, Herman Leroy Stevens.

"Out of Friction Comes Progress"

With sincere appreciation of N.A.B.'s efforts in the past and with an expectation of greater cooperative solidarity in the future.

WTOC
SAVANNAH, GA.
1260 Kc.
CBS NETWORK
UNITED PRESS NEWS
Represented Nationally By
Paul H. Raymer Company



ANTENNA ARRAY — Of WBNS, Columbus, uses two vertical radiators in order to create a directional effect at night. WBNS increased its power from 500 watts night and 1,000 watts day to 1,000 watts night and 5,000 watts day on March 14, at the same time dedicating its new transmitting equipment. In the foreground is the new 179-ft. Blaw-Knox directional antenna. Towering above the transmitter house where a new 5,000-watt RCA transmitter has been installed, is the old 379-ft. Blaw-Knox vertical antenna. The two radiators are used jointly at night with the old spire employed as a reflector. Only the taller tower is used daytime. Phasing and coupling equipment was built by Jansky & Bailey, consulting engineers, who handled the installation. The dedication was the occasion for a gala celebration with a number of special programs broadcast throughout the day.

KYSM, Mankato, Minn., and WGIL, Galesburg, Ill., have purchased RCA 250-G 250-watt transmitters and speech input equipment.

UNIVERSAL Microphone Co. Ltd., Inglewood, Cal., has adopted a new trade mark symbol. It is a red circle bordered with a chrome strip on which the letter "U" is raised and a radio flash symbol is embossed.

KPO, San Francisco, has installed an RCA limiting amplifier for transmission of programs at a higher level of volume under the direction of Lester A. Looney of the NBC Radio Facilities Group.

in the CONTROL ROOM

ROBERT M. WALLACE, chief engineer of WSPA, Spartanburg, S. C., has resigned to join WOLS, Florence, S. C.

GENE PACK, chief engineer of KSL, Salt Lake City, is the father of a baby boy born recently.

CECIL CAVES, chief press operator of KFXJ, Grand Junction, Col., was married in March.

MAX KRIMBREL, engineer of WDWS, Champaign, Ill., has announced his engagement to Clara Blackstock of the WDWS artist staff.

H. COZINE (Cozy) STRANG has been named chief engineer of KVOR, Colorado Springs, Col. Carl Drumeller has joined the KVOR technical staff.

PROCTOR A. (Bud) SUGG, NBC engineer in San Francisco, and Betty Ross Taylor, recently announced their engagement.

BILLY LINDSAY, engineer of KTSM, El Paso, Tex., recently married Mary Anne Judd.

LIONEL R. FLOOK, engineer at CBC studios in Toronto, is the father of a boy, his first baby.

VICTORIA P. GEIGER, secretary to C. W. Farrier, NBC television coordinator, resigned March 23, and in April will be married to James Wood Jr., NBC engineer.

THEODORE KASNA, engineer of WOR, Newark, accompanied Stan Lomax, sports commentator, on a trip to southern baseball camps with a recording outfit.

LOUIE GEMOETS, chief engineer of KTSM, El Paso, is the father of twin boys born March 19.

T. M. B. LOWE has resigned from the engineering staff of Bendix Radio Corp., Chicago, to become chief engineer of the Illinois State Police Radio System at Springfield, Ill., the State Capitol.

FRANKLIN KEEFER, engineer of WDRC, Hartford, Conn., is the father of a baby girl born recently.

CARL MYERS, chief engineer of WGN, Chicago, is outlining specifications for a mobile transmitter.

MURRAY STEVENSON, chief engineer of 2UE, Sydney, is in New York on his tour of the United States.

IN THE listing of Blaw-Knox appearing on page 274 of the 1938 Yearbook Number, the manager of the Tower Division of that company should read E. J. Staubitz.

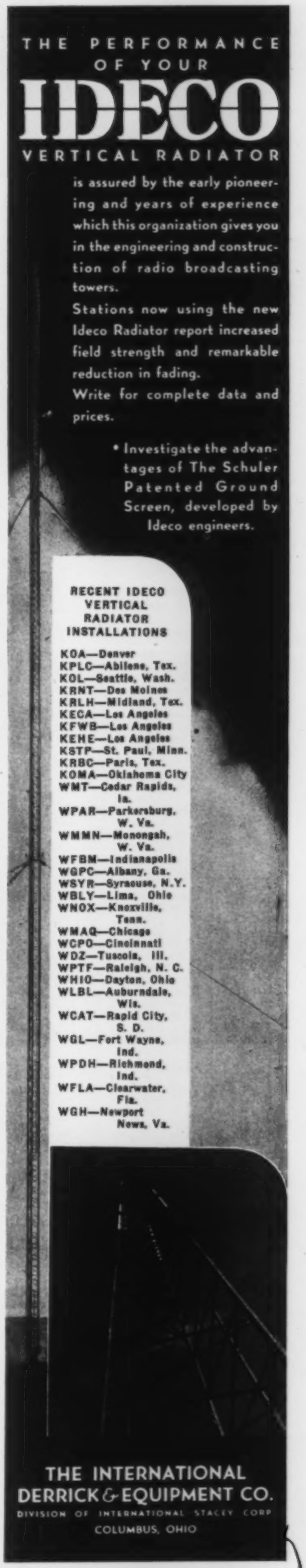
Captain KID-O

Sez: Thru the KIDO Key-hole Is The Advertiser's Paradise

TIME: 9:30 p.m. Sunday, Jan. 30, 1938
Questions asked 20 people by anonymous phone call:
1. Have you a radio? - - 20 said YES
2. Is your radio turned on? - 19 said YES
3. To what station are you listening? 16 said KIDO
Conclusion: COMMUNITY-CONSCIOUS KIDO is serving a KIDO-CONSCIOUS community . . . .

KIDO
BOISE · IDAHO
Affiliated NBC - RED and BLUE
2500 Watts D. - 1000 Watts N. - 1350 Kc.

National Representatives:
JOHN BLAIR & CO.



THE PERFORMANCE OF YOUR
IDECO
VERTICAL RADIATOR
is assured by the early pioneering and years of experience which this organization gives you in the engineering and construction of radio broadcasting towers.

Stations now using the new Ideco Radiator report increased field strength and remarkable reduction in fading.

Write for complete data and prices.

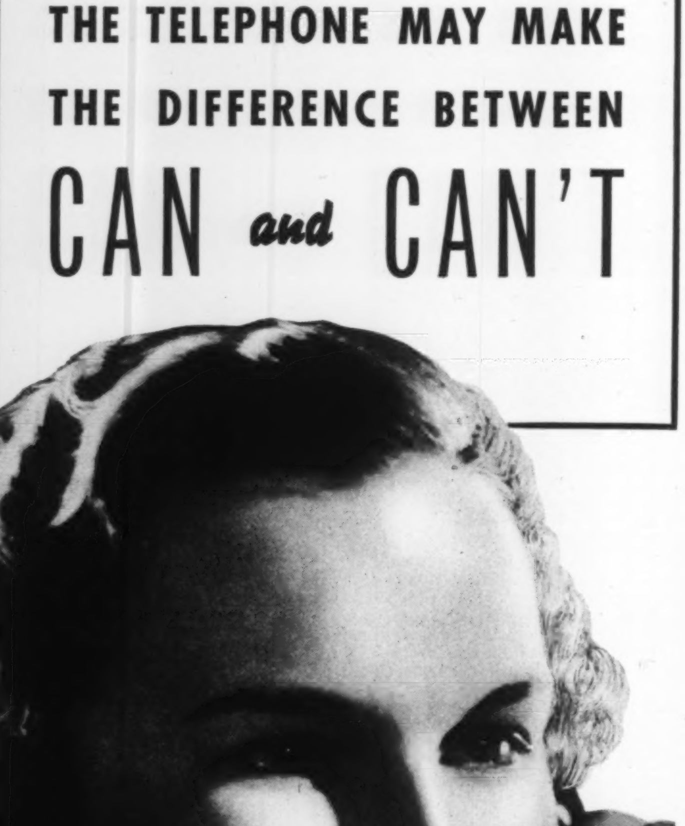
• Investigate the advantages of The Schuler Patented Ground Screen, developed by Ideco engineers.

RECENT IDECO VERTICAL RADIATOR INSTALLATIONS
KOA—Denver
KPLC—Abilene, Tex.
KOL—Seattle, Wash.
KRNT—Des Moines
KRLH—Midland, Tex.
KECA—Los Angeles
KFWB—Los Angeles
KEHE—Los Angeles
KSTP—St. Paul, Minn.
KRBC—Paris, Tex.
KOMA—Oklahoma City
WMT—Cedar Rapids, Ia.
WPAR—Parkersburg, W. Va.
WMMN—Monongah, W. Va.
WFBM—Indianapolis
WGPC—Albany, Ga.
WSYR—Syracuse, N.Y.
WBLY—Lima, Ohio
WNOX—Knoxville, Tenn.
WMAQ—Chicago
WCPO—Cincinnati
WDZ—Tuscola, Ill.
WPTF—Raleigh, N. C.
WHIO—Dayton, Ohio
WLBL—Auburndale, Wis.
WCAT—Rapid City, S. D.
WGL—Fort Wayne, Ind.
WPDH—Richmond, Ind.
WFLA—Clearwater, Fla.
WGH—Newport News, Va.

THE INTERNATIONAL DERRICK & EQUIPMENT CO.
DIVISION OF INTERNATIONAL STACEY CORP.
COLUMBUS, OHIO

THE TELEPHONE MAY MAKE THE DIFFERENCE BETWEEN

CAN *and* CAN'T



Busy people who are hard to *see* can usually be reached by telephone, local or long distance.

When time is precious and answers are needed at once, the telephone gets them quickly. Sponsors, artists, directors, agency men and technicians are always at your elbow—by telephone. It doesn't matter how many miles lie between you. The telephone brings you the *right* answer—right now!

Official Minutes of FCC Inquiry. . .

(*Continued from Page 17*)

memorandum in place of adoption of the order proposed by Commissioner Craven. Commissioner Sykes seconded the motion. After discussion further consideration of the motion was, upon motion of Commissioner Case, unanimously made the special order of business at a special meeting at 10 a. m., Friday, March 18, 1938.

The Commission convened on Friday, March 18, at 2 p. m., to consider the special order of business from the meeting of Wednesday, March 16. Chairman McNinch moved to withdraw his substitute motion to approve the sending of a memorandum to the General Counsel. Commissioner Sykes, who had seconded the motion, consented to its being withdrawn. Chairman McNinch then moved as a substitute for Commissioner Craven's motion, the adoption of the following order:

ORDER No. 37

Whereas: Under the provisions of Section 303 of the Communications Act of 1934 as amended "the Commission, from time to time, as public convenience, interest, or necessity requires, shall—(i) Have authority to make special regulations applicable to radio stations engaged in chain broadcasting;"

Now, therefore,

It is ordered that the Federal Communications Commission undertake an immediate investigation to determine what special regulations applicable to radio stations engaged in chain or other broadcasting are required in the public interest, convenience, or necessity; such investigation to include an inquiry into the following specific matters, as well as all other pertinent and related matters including those covered in the Report on Social and Economic Data prepared by the Engineering Department of the Federal Communications Commission and filed with the Commission on January 20, 1938:

1. The contractual rights and obligations of stations engaged in chain broadcasting, arising out of their network agreements.
2. The extent of the control of programs, advertising contracts and other matters exercised in practice by stations engaged in chain broadcasting.
3. The nature and extent of network program duplication by stations serving the same area.
4. Contract provisions in network agreements providing for exclusive affiliation with a single network and also provisions restricting networks from affiliation with other stations in a given area.
5. The extent to which single chains or networks have exclusive coverage in any service area.
6. Program policies adopted by the various national and other networks and chains, with resnect to character of programs, diversification, and accommodation of program characteristics to the requirements of the area to be served.
7. The number and location of stations licensed to or affiliated with each of the various national and other networks. The number of hours and the specified time which such networks control over the station affiliates and the number of hours and the specified time actually used by such networks.
8. The rights and obligations of stations engaged in chain broadcasting so far as advertisers having network contracts are concerned.
9. Nature of service rendered by each station licensed to a chain or network organization, particularly with respect to amount of program origination for network purposes by such stations.
10. Competitive practices of stations engaged in chain broadcasting as compared with such practices in the broadcasting industry generally.
11. Effect of chain broadcasting upon stations not affiliated with or licensed to any chain or network organization.
12. Practices or agreements in restraint of trade or furtherance of monopoly in connection with chain broadcasting.
13. Extent and effects of concentration of control of stations, locally, regionally or nationally in the same or affiliated interests, by means of chain or network contracts or agreements, management contracts or agreements, common ownership or other means or devices, particularly in so far as the same tends toward or results in restraint of trade or monopoly.

It is further ordered that hearings be held in connection with such investigation at such times and places as the Commission shall designate.

It is further ordered that a copy of this order be posted in the office of the Secretary and that a copy of the same be mailed to each licensee of a broadcast station and to each chain and network organization.

Commissioner Sykes seconded the motion. Commissioner Craven moved to amend the proposed order by substituting for the next to the last paragraph of said proposed order the following:

> Be it further ordered, that a committee of the Commission, to be hereafter selected by the Commission, be directed to undertake this investigation and submit to the Commission a report of facts and recommendations and such regulations as this committee may deem appropriate. This committee is further authorized to issue appropriate instructions to the General Counsel, Chief Engineer, Chief Accountant and Secretary of this Commission, and to issue appropriate orders convening public hearings for the purpose of obtaining from witnesses under oath the information and data which may be required under the terms of this resolution, and to direct the preparation and issuance of questionnaires or other written requests for information to be distributed to licensees or others, to obtain data and information pursuant to the terms of this resolution.

Commissioner Payne seconded the motion. Chairman McNinch and Commissioners Sykes, Brown, Walker and Case voted against the motion and Commissioners Craven and Payne voted in favor. The Chairman then declared the motion lost.

Commissioner Craven moved to amend the order proposed by Chairman McNinch by inserting the following "Whereas" clause immediately after the "Whereas" clause in said proposed order:

> Whereas, the Commission has not at this time sufficient information in fact upon which to base regulations regarding contractual relationships between chain companies and network stations, multiple ownership of radio broadcast stations of various classes, competitive practices of all classes of stations, networks and chain companies, and other methods by which competition may be restrained or by which restricted use of facilities may result;

Commissioner Payne seconded the motion. Commissioners Craven, Payne, Brown, Walker and Case voted in favor and Chairman McNinch and Commissioner Sykes against the motion. The Chairman then declared that the motion had carried.

Vote was then taken on Chairman McNinch's motion to substitute. Chairman McNinch, Commissioners Sykes, Brown, Walker and Case voting in favor, and Commissioners Craven and Payne voting against. The Chairman announced the motion carried.

A vote was then taken on the adoption of the order proposed by Chairman McNinch, as amended, Chairman McNinch, and Commissioners Sykes, Brown, Walker and Case voting in favor of the adoption of the order and Commissioners Craven and Payne voting against. The Chairman announced that the order was adopted. Commissioner Craven subsequently requested that he be recorded as voting "yes" on the motion to adopt the order proposed by Chairman McNinch. Commissioner Craven's request was granted by the Commission and the vote upon the adoption of the order thereby became Chairman McNinch, Commissioners Craven, Sykes, Brown, Walker and Case in favor, and Commissioner Payne against.

BIG Industries! Payrolls!

Advertisers over WAIR often express amazement at the quick, constant response from listeners. WAIR is a sales producer if there ever was one.

WAIR

Winston-Salem, North Carolina
National Representatives
Bryant, Griffith & Brunson

EXCLUSIVE rights to broadcast races from Bowie, Md., April 1-14, have been secured by WBAL, Baltimore.

FCC Begins Gathering Chain Data

(*Continued from page 17*)

threatened to parallel the personnel clash on the Tennessee Valley Authority in which President Roosevelt was forced to take a hand. Moreover, considerable misinformation was spread about the schism and it was carried into public print.

Data collected in connection with the chain-monopoly inquiry also will be available for FCC use in its economic study of the broadcast situation and may have a bearing on the superpower hearing. Scheduled for May 16 before the Commission en banc, the hearing involves the dozen-and-a-half applications for authority to increase power from 50,000 to 500,000 watts. While Chairman McNinch asserted the hearing will be held on that date, considerable doubt exists in other Commission quarters because it is felt insufficient material is available. There is an even chance, according to these sources, that the hearing will be postponed a month or even longer.

Craven's Clause

The order as adopted was largely the work of Chairman McNinch, but it included a clause offered by Commissioner T. A. M. Craven, who two days earlier had offered a resolution of his own after heated discussion within the FCC on the project. Chairman McNinch had publicly announced his intention of proposing an inquiry into chain broadcasting and "monopoly" in his address before the NAB convention in Washington Feb. 15. Senator Wheeler (D-Mont.) chairman of the Senate Interstate Commerce Committee, had urged one. Consequently, his action was not unexpected, and his study of the subject had been reported in previous issues of BROADCASTING.

The resolution itself is comprehensive, and appears to be all-inclusive. It covers the whole field of network operation in its 13 paragraphs. Under it the Commission is instructed to make an immediate investigation to determine what special regulations appliable to chain broadcasting are required. Station contracts and obligations to networks, program control, advertising contracts, network program duplication, exclusive affiliation clauses, program policies, guaranteed time, competitive practices, effect of chain broadcasting upon stations not affiliated with networks, practices or agreements which may be in restraint of trade or in furthance of monopoly, and ownership and control are the subjects itemized in the McNinch resolution.

The internal strife in connection with the order, it was learned, developed when Chairman McNinch on March 15 sent a memorandum to fellow commissioners, in which he outlined his proposal. His plan was to offer a motion instructing the general counsel to draft an order and a bill of particulars for the investigation. The matter was to come up at the regular broadcast meeting March 16.

Commissioner Craven, however, objected to the procedure proposed, particularly since it developed that no reference was made to the recommendations for study of many broadcast problems, including the network inquiry, which he had urged in his Report on Social and Economic Data filed with the FCC Jan. 20 and which he had prepared as chief engineer.

When the meeting was called March 16, it developed into a tempestuous session. The upshot was that Commissioner Craven offered a resolution proposing that the Commission appoint a committee of three of its members to conduct the investigation. He made particular reference to the Social and Economics report.

After protracted debate, a motion was made by Commissioner Case to table the Craven resolution. This motion lost, with Chairman McNinch and Commissioners Sykes and Case voting to table, and the four others against it. Hostilities were called off until March 18 at which time the Commission again took up the matter.

Commissioner Craven that same day issued a press release. In it he mentioned the social and economics report. He released his proposed resolution in full text. News stories were published in which Chairman McNinch and Commissioners Case and Sykes were represented as having voted against any study of the character proposed. Other stories stated that the Craven proposal was to have the three members of the Commission who had never served on its Broadcast Division (Craven, Walker and Payne) conduct the inquiry, whereas the resolution contained no such proposal.

At the March 18 meeting, Chairman McNinch offered his resolution which had been modified to provide for the inquiry by the Commission, instead of instructing the general counsel to draft an order. It was also changed to encompass the recommendations in the Craven social and economics report. Thus, it was in effect a composite of the two proposals.

Commissioner Craven asserted the vote on his initial resolution and on the final order adopted by the Commission, as far as he was concerned, did not represent any alliance of members of the Commission which might be followed in the future. He declared he was not seeking to align any definite factional group within the Commission but was simply following his own instincts and best judgment in connection with policy as the questions develop.

It was recalled that in 1931 James W. Baldwin, then secretary of the FRC, conducted a broad study into the broadcasting structure. This study was made entirely by questionnaire and covered all aspects of industry operation. It was released by the FRC in the form of a report on the broadcasting industry.

Here Again

PERFECT STUDIO ACOUSTICS

by JOHNS-MANVILLE

Studio—WEBC, DULUTH, MINN.

THE WEBC studio shown above is used for a wide variety of programs—vocal, instrumental and dramatic. Whatever type is transmitted, high broadcast quality is permanently protected by J-M Sound-Control Materials.

Here, as in many other stations from coast to coast, J-M Acoustical Engineers have applied exactly the right acoustical background. Using J-M Acoustical Materials, they have eliminated reverberation and distortion. High and low frequency sounds are perfectly controlled. Not only is reproduction true and faithful . . . new and improved broadcast quality is created.

J-M Acoustical Engineers bring to every problem the broadest practical experience available today in the radio sound-control field. Whether you are modernizing present studios . . . planning a new station . . . or choosing the proper site, the Johns-Manville Acoustical-Engineering Service can help you. Write for further information to Johns-Manville, 22 E. 40th St., N. Y. C.

JM Johns-Manville

SOUND-CONTROL MATERIALS AND ACOUSTICAL-ENGINEERING SERVICE

A New and Stronger Advertising Statute

How FTC Plans to Enforce New Clause

(*Continued from page 19*)

to induce a purchase "in commerce",[4] they come within the purview of the act.

Dissemination of false (or misleading) advertising is declared to be unlawful and is also declared to be "an unfair or deceptive act or practice in commerce within the meaning of Section 5." This section, it will be recalled, also declares such acts or practices to be unlawful and subject to being restrained through cease and desist order of the Commission.

Jurisdiction under Section 5 depends upon "commerce"[4] as defined in the act, which, for practical purposes, means interstate or foreign commerce and commerce within a Territory of the United States or the District of Columbia. Under the food and drug sections, however, jurisdiction over the false advertisement attaches when any one of the following three contingencies is involved:

(1) When the dissemination of the advertisement is by United States mails;

(2) When the dissemination is "in commerce by any means"; or

(3) When the dissemination is "by any means for the purpose of inducing, or which is likely to induce, directly or indirectly, the purchase in commerce of food, drugs, devices, or cosmetics."

These terms, to which the special civil and criminal provisions are applicable, are broadened by definition in Section 15.

Foods and Drugs Are Legally Defined

"Food" includes anything which man or animals may eat or drink, that is, "food or drink for man or other animals" and components thereof, and specifically "chewing gum". But a moment's reflection is needed to realize the comprehensive character of this provision.

"Drugs" as defined embrace not only everything ordinarily included in that term or found in the pharmacopoeias or the National Formulary, but also articles (other than food) "intended to affect the structure or any function of the body of man or other animals."

"Devices" embrace "instruments, apparatus, and contrivances, including their parts and accessories, intended (1) for use in the diagnosis, cure, mitigation, treatment, or prevention of disease in man or other animals; or (2) to affect the structure or any function of the body of man or other animals."

"Cosmetics" means articles "to be rubbed, poured, sprinkled, or sprayed on, introduced into, or otherwise applied to the human body or any part thereof intended for cleansing, beautifying, promoting attractiveness, or altering the appearance" and components of such articles, not including soap, however.

Under the definitions in the act, it will be readily apparent that the terms food, drugs, devices and cosmetics as therein used embrace innumerable articles and commodities.

Five Possible Forms Of Corrective Action

No less than five possible forms of corrective action against offenders are provided for:

(1) Order to cease and desist;

(2) Civil penalty of not more than $5,000 for each violation of a cease and desist order which shall have become final;

(3) Injunction pendente lite;

(4) Contempt proceedings for disobedience to court decree affirming cease and desist order;

(5) Criminal penalties of fines as high as $10,000 or imprisonment up to one year, or both.

In addition to these, the Commission's stipulation procedure might also be made available. This is an administrative remedy provided for in the Commission's rules of practice. It involves a signed stipulation on the part of the accused to cease and desist, but is applicable only in types of cases in which the public interest may be fully protected and correction adequately achieved without the institution of more expensive and formal compulsory proceedings.

The stipulation, cease and desist order, civil penalty, and contempt action for disobedience of court decrees, including issuance of ancillary writs, are all possible remedies available for use in cases under Section 5 as well as for those arising under the so-called food and drug sections. The criminal provisions mentioned, which become effective at the end of sixty days, are, of course, applicable only in cases of foods, drugs, devices or cosmetics.

Court Enforcement of Cease and Desist Orders

This is the regular procedure heretofore applicable to penalize violations of court decrees which affirm Commission cease and desist orders. Basis for the authority is found in the inherent power of courts to punish disobedience of their orders or decrees as contempt. A further basis is the provision of Section 5 whereby the United States Circuit Court of Appeals is given jurisdiction not only to affirm, modify, or set aside a Commission cease and desist order, but also to enforce the same "to the extent that such order is affirmed, and to issue such writs as are ancilliary to its jurisdiction or are necessary in its judgment to prevent injury to the public, or to competitors pendente lite."

Procedure in the Circuit Court of Appeals for penalizing such disobedience or contempt is both simple and effective. In the more than twenty years of operation of the Federal Trade Commission Act, but few respondents out of the hundreds of cases have ever attempted to disregard the court's decree.

Civil Penalty: Cease and desist orders become final following affirmance by court decree, or at the end of sixty days in cases where no appeal is taken during such time. Violation of a cease and desist order after it shall have become final is made subject to a civil penalty "of not more than $5,000 for *each* violation", which accrues to the United States and may be recovered "in a civil action brought by the United States." This applies to such orders regardless of whether they may be issued in respect to foods, drugs, devices or cosmetics, or in respect to any other article of commerce under any part of the act. Such civil action is to be brought by the Attorney General, that is, through the Department of Justice. Whenever the Commission has reason to believe that violation of an order has taken place and the civil penalty incurred, it is to certify the facts to the Attorney General, who is to bring the necessary proceeding in the appropriate District Court of the United States.

Temporary Injunctions May Be Obtained

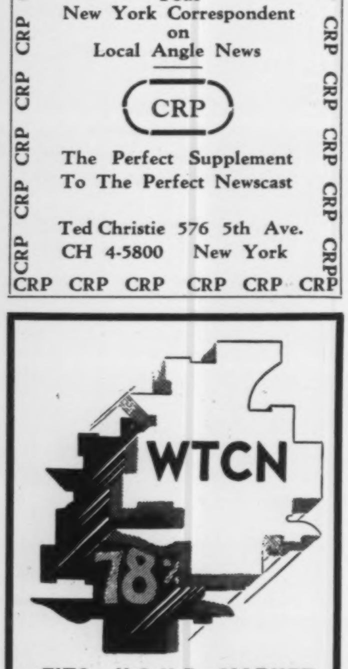
Temporary Injunctions: Temporary injunction against false advertisement of foods, drugs, devices or cosmetics may be obtained by the Commission from the United States District Court whenever the Commission has reason to believe that the enjoining of the advertiser "would be to the interest of the public" (Section 13). The Commission may act to obtain such injunction even before the advertisement has actually been disseminated if it has reason to believe dissemination is about to take place.

The injunction may run until the Commission's cease and desist order has become final either through failure to appeal within 60 days after the same shall have been served or at a designated time after

---

[4] Section 4 defines the word "commerce" as follows: " 'Commerce' means commerce among the several States or with foreign nations, or in any Territory of the United States or in the District of Columbia, or between any such Territory and another, or between any such Territory and any State or foreign nation, or between the District of Columbia and any State or Territory or foreign nation."

CRP CRP CRP CRP CRP CRP
Radio's Only
Supplementary News Service
CONTINENTAL RADIO PRESS
Your
New York Correspondent
on
Local Angle News
CRP
The Perfect Supplement
To The Perfect Newscast
Ted Christie 576 5th Ave.
CH 4-5800 New York
CRP CRP CRP CRP CRP CRP



FITS YOUR MARKET
FITS YOUR BUDGET
THE AREA complete coverage in the metropolitan area producing 78% of Minnesota retail sales.
THE COST From 50% to 58% lower than the other two major Twin City stations with local and network service of comparable quality and appeal.
WTCN
NBC Blue Network Station
Owned and operated by
MINNEAPOLIS TRIBUNE
ST. PAUL DISPATCH-PIONEER PRESS
FREE AND PETERS, INC.
National Representatives

WPTF
RALEIGH
"THE FAVORITE OF NORTH CAROLINIANS"
NBC • 5000 Watts

WJBY
GADSDEN, ALA.
. . . intensified coverage of Alabama's SECOND industrial area . . .
COMPLETE
Merchandising Service

final court affirmance upon appeal.

The injunction suit is to be brought in the district in which the offender resides or transacts business. It is to be granted without bond; and manifestly the purpose of the provision is to make available a means of stopping violations quickly when necessary to protect the public interest.

Newspapers, magazines, periodicals or other publications published at regular intervals and carrying the advertisement in question are to be excluded from the operation of the injunction whenever it appears to the satisfaction of the court—

"(1) that restraining the dissemination of a false advertisement in any particular issue of such publication would delay the delivery of such issue after the regular time therefor, and

"(2) that such delay would be due to the method by which the manufacture and distribution of such publication is customarily conducted by the publisher in accordance with sound business practice, and not to any method or device adopted for the evasion of this section or to prevent or delay the issuance of an injunction or restraining order with respect to such false advertisement or any other advertisement."

Criminal Prosecutions: This is a special form of corrective action possible under the new legislation. It does not take effect, however, until 60 days from March 21, 1938, the date of the approval of the act. It is applicable only to foods, drugs, devices and cosmetics and not to other commodities subject to the provisions against unfair methods of competition or unfair or deceptive acts or practices.

Corrective Action In Criminal Cases

Such criminal action lies in two situations:

(1) When the false or misleading advertisement is with reference to a food, drug, device or cosmetic which "may be injurious to health";

(2) When the advertisement is disseminated "with the intent to defraud or mislead", regardless of whether the product is or is not injurious to health.

Violation in this respect is declared to be a misdemeanor. First offenders may be fined up to $5,000 or imprisoned up to six months, or they may receive both such fine and imprisonment. In the case of subsequent offenses the penalty may be a fine of not more than $10,000 or imprisonment for not more than one year, or both. (Section 14).

The publisher, radio-broadcast licensee, or agency or medium for the dissemination of the advertising in question is not liable under the criminal section—

(1) Unless he is the "manufacturer, packer, distributor or seller" of the commodity advertised, or

(2) Unless he has refused to supply, when requested by the Commission, the name and address of the manufacturer, packer, distributor, seller or advertising agency, residing in the United States, who caused him to disseminate the advertisement.

Advertising agencies are likewise exempt from the criminal provisions unless they refuse, on request of the Commission, to furnish the name and address of the manufacturer, packer, distributor, or seller, residing in the United States, who caused the advertising agency to cause the dissemination of the advertisement.

As in suits for collection of civil penalty, the facts in criminal cases are to be certified by the Commission to the Attorney General whenever it has reason to believe the alleged offender is liable; and the Attorney General is to cause the appropriate court proceeding to be brought. This duty of the Commission to certify the facts and of the Attorney General to prosecute is of mandatory character. Thus, whenever one within the purview of the act falsely or deceptively advertises a product injurious to health, or when the product is not injurious to health but the advertisement is with the intent to defraud or mislead, he may expect to have criminal action taken against him under the mandate of the statute.

Such sections are strong provisions which lend emphasis to what seems quite clearly to be the policy of the new legislation as a whole, namely, to brook no temporizing with misrepresentations or deceptive concealment as to products injurious to health, or with fraudulent advertisements of food, drugs, devices or cosmetics even if the product is not injurious.

Honesty as Basis of Commercial Practice

In summation it may be stated that the act plainly commands scrupulous honesty and above-board dealing. Helpful guides as to the legal standards of business conduct in this respect are available in various enlightening passages found in the opinions of the Supreme Court under the Federal Trade Commission Act. To illustrate, I quote a few of such pronouncements by this high authority:

"A method inherently unfair does not cease to be so because those competed against have become aware of the wrongful practice. Nor does it cease to be unfair because the falsity of the manufacturer's representation has become so well known to the trade that dealers, as distinguished from consumers, are no longer deceived * * * * * That a person is a wrongdoer who so furnishes another with a means of consummating a fraud has long been a part of the law of unfair competition. And trade-marks which deceive the public are denied protection, although members of the trade are not misled thereby." (*Federal Trade Commission* v. *Winsted Hosiery Company*, 258 U. S. 483, 484 (1922).)

"There are times when a description is deceptive from the very fact of its simplicity. * * * * *

"The careless and the unscrupulous must rise to the standards of the scrupulous and diligent." (*Federal Trade Commission* v. *Algoma Lumber Company, et al*, 291 U. S. 67, 1934.)

"The fact that a false statement may be obviously false to those who are trained and experienced does not change its character, nor take away its power to deceive others less experienced. There is no duty resting upon a citizen to suspect the honesty of those with whom he transacts business. Laws are made to protect the trusting as well as the suspicious. The best element of business has long since decided that honesty should govern competitive enterprises, and that the rule of *caveat emptor* should not be relied upon to reward fraud and deception." (*Federal Trade Commission* v. *Standard Education Society, et al*, 301 U. S. 674 (November, 1937).)

Business generally will support these sound precepts. They can be relied upon as promoting the best interests of industry as well as those of the public.

Poppelle Plans Tour

J. R. POPPELLE, chief engineer of WOR, will sail April 6 for a seven-week tour of Europe during which he will conduct an exhaustive survey of broadcasting and allied industries. He will be accompanied by Mrs. Poppelle. He plans to visit England, Germany, France, Holland, Belgium, Switzerland, Italy, Norway, Sweden and Russia. European work in television and facsimile will be studied, along with wired radio developments abroad. The Poppelles will sail on the *George Washington* for Plymouth.

ANNOUNCEMENT

Effective February 1, 1938

THE BRANHAM CO.

assumed the National Representation of

NBC-affiliated 1000-watt

RADIO STATION

WWNC

Asheville, North Carolina

Mines, smel

and oil?

Sure!

Lots of platinur

diamonds and

ermine, too.

21,850 Responsive, Able-to-buy Radio Families in El Paso

El Paso is the hub of a vast, varied industrial and agricultural empire. Here is the world's largest custom smelter, copper and oil refineries, meat packing plants, fertile irrigated valleys raising premium price long-staple cotton, vast cattle ranges and mine-studded mountains. Such "wealth-producers" mean people able and anxious to buy your product—make this the nation's 104th retail market. You can sell it most effectively thru El Paso's only radio station—KTSM.

NBC Blue & Red Networks

Craig & Hollingbery, *Nat. Reps.*

KTSM

EL PASO, TEXAS

It's

WSPD

In Greater Toledo
Northwestern Ohio and
Southern Michigan

Toledo's NBC
Blue Outlet

WSPD dominates in Toledo and its prosperous retail trading area—dominates in popularity—dominates in advertising effectiveness.

In an unbiased check-up WSPD was voted most popular for seven days a week—morning—afternoon and night—cold proof that WSPD dominates in popularity—and by a BIG margin.

Let WSPD build sales dominance for your product in Toledo—in WSPD's retail trading area—and the plus market embraced in its large primary coverage area.

5000 WATTS DAY
1000 WATTS NIGHT

Here's a Real Buy—
"WSPD NEWS REEL"
Six nights weekly
An outstanding feature for the past five years, with guaranteed audience, just open for sponsorship for the first time.

WSPD

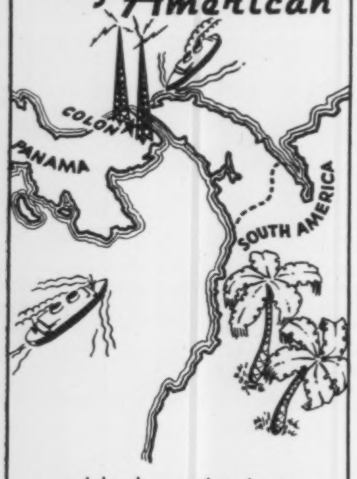
Toledo, Ohio

John Blair & Co.
National Representatives

Fox Fur Schedule

I. J. FOX, New York (furs and fur storage), on April 4 starts a schedule of 300 announcements a week on WINS, WHN, WAAT, WHOM, WMCA, New York. The announcements are transcribed by WOR, and will run for eight weeks. Concurrently, the company starts sponsorship of WINS' *Son Contest*, a former sustainer which is a half-hour program heard six days a week. On March 24 I. J. Fox took over the theatrical gossip program conducted by Lee Mortimer of the *New York Mirror*, heard six times a week at 2 a. m. Peck Adv. Agency, New York, placed the latter business; the others were handled direct.

RICH PANAMA
and the
CANAL ZONE
buy American



and they buy goods and services advertised over Central America's newest and most modernly equipped station.

HP5K-HP5O
LA VOZ de la VICTOR
•COLON Republic of PANAMA•
1440 and 6005 KCS. (SIMULTANEOUSLY) RCA EQUIPMENT NBC THESAURUS

Court Approves Newspaper Ownership

(*Continued from page 22*)

limit in taking an appeal. It pointed out that the Commission made public its statement of facts in the case on March 16 last year, the effective date of the order, and that on April 2 Saginaw filed an application for rehearing which was denied by the Commission on June 2. Then on June 18, Saginaw filed its appeal to the courts.

Notice of Appeal

The Commission had asked the court in a motion to dismiss the appeal on the ground that the notice of appeal was not filed within the time limit fixed by statute. Saginaw, however, contended that by filing a petition for rehearing April 2, which was within the 20 days allowed for the filing of such petitions, the running period within which an appeal might be taken was suspended and that since the notice of appeal was filed within the 20 days after the Commission's final decision on the petition for rehearing, the taking of the appeal was timely.

After citing many legal precedents, the court held that the filing of a petition for rehearing suspends the running of the appeal period and that an applicant has 20 days from the date of final action on the petition for rehearing within which to file his notice and reasons for appeal.

It was in its analysis of errors alleged in the Commission decision that the court took cognizance of "extralegal" considerations in which it unquestionably implied such matters as political influence and the like. The court pointed out that the law provides that the review by it of Commission actions shall be limited to questions of law and that findings of fact by the Commission, if supported by substantial evidence, shall be conclusive unless they shall clearly appear to be arbitrary or capricious.

"The requirement that courts and commissions, acting in a quasijudicial capacity, shall make findings of fact," said the court, "is a means provided by Congress for guaranteeing that cases shall be decided according to the evidence and the law, rather than arbitrarily or from extralegal considerations; that findings of fact serve the additional purpose, where provisions for review are made, of apprising the parties and the reviewing tribunal of the factual basis of the action of the court or commission, so that the parties and the reviewing tribunal may determine whether the case has been decided according to the evidence and the law or, on the contrary, according to arbitrary or extralegal considerations.

"When a decision is accompanied by findings of fact, the reviewing court can decide whether the decision reached by the court or commission follows as a matter of law from the facts stated as its basis, and also whether the facts so stated have any substantial support in the evidence. In the absence of findings of fact the reviewing tribunal can determine neither of these things. The requirements of findings is thus far from a technicality. On the contrary, it is to insure against star chamber methods to make certain that justice shall be administered according to facts and law. This is fully as important in respect of commissions as it is in respect of courts."

Reaching a Decision

To give emphasis to this ruling, the court sought to "spell out" the process which a commission follows in reaching a decision. It held there were four factors—(1) evidence must be taken and weighed, both as to its accuracy and credibility; (2) from attentive consideration of this evidence a determination of facts of a basic or underlying nature must be reached; (3) from these basic facts the ultimate facts, usually in the language of the statute, are to be inferred, or not, as the case may be; (4) from this finding the decision will follow by the application of the statutory criterion.

Painstakingly the court continued to recite the manner in which these factors should be considered. It cited numerous legal precedents.

Then the court took up citations of errors in the Commission's findings which were alleged by the appellant. It found in the first instance that the Commission erred in citing the hours of operation involved in the station applications. It found that comparison of the statements in the record and in the Commission decision showed that the Commission "is erroneous" in that connection.

The court then held that it felt the Commission reached its determination in connection with service now available to Saginaw upon a conclusion unsupported by findings of fact and without relevant evidence."

As to financial qualifications, the court said the Commission finding that the successful applicants were financially qualified is an inference rather than a finding of fact and does not disclose any facts bearing on questions raised regarding financial qualifications. In this connection, the court said the Commission made findings as to the present resources of Gross and Shields, pointing out that as to the likelihood of commercial support the Commission said only that "it is anticipated that the monthly income expected to be derived from the station's operation would approximate $5,500.

"This statement can hardly be characterized as a finding as to the commercial support which the intervenors' station might fairly expect. It is not even coupled with a statement as to the monthly expenses of the proposed station from which by inference the conclusion could be drawn that the station would have a reasonable likelihood of operating at a profit."

It continued that it is not the duty of the court to make findings for the Commission and when the Commission has failed in its duty to make such findings "it is impossible for the court to review its conclusion. This, too, we regard as reversible error."

The court said the appellant also complained of several inaccuracies in the Commission's statement. One referred to a statement that the trial examiner recommended denial of both applications. It pointed out this was "clearly incorrect", since the record showed that the examiner recommended that the application of the appellant be granted. It said another complaint was that the Commission erroneously stated that the testimony of the Saginaw engineer as to the likelihood of objectionable interference was based upon actual field measurements. This statement by the Commission, the court said, is also clearly incorrect. The court wound up with this observation:

"We do not say that these inaccuracies would alone be sufficient to reverse the Commission's order. But we call attention to them in passing in order to emphasize the necessity of careful consideration by the Commission of the evidence before it. This court, under the statute, does not have the function of passing upon evidence in the sense of weighing it as to accuracy and credibility but only in the sense of determining whether it substantially supports the findings.

"The function of weighing the evidence has been entrusted by Congress to the Commission, in order that technical controversies may be determined on the facts by a body of experts. But Congress intended that an applicant should have, and an applicant is entitled to have, careful consideration of the evidence which he has presented and the considered judgment of the Commission upon that evidence."

"During the past 30 days KMPC has shown a 28% *increase* in sales"—
LEO TYSON, *Gen. Mgr.*

KMPC
"The Station of the Stars"
BEVERLY HILLS, CALIFORNIA

Howard H. Wilson Co., *Station Representatives*
75 E. Wacker Dr., Chicago
551 Fifth Ave., N. Y. C.
1002 Walnut St., Kansas City

SOON You Can COVER
FORT WORTH
and DALLAS
WITH ONE LOW
REGIONAL RATE
KGKO
Affiliated With Fort Worth Star-Telegram

Regional Network Begun By North Central Group On Sponsored Basis Only

NORTH CENTRAL Broadcasting System Inc., newly-organized regional network with headquarters in the Empire Bank Bldg., St. Paul, was to begin operation about April 1 with a basic group of nine stations and a supplementary and alternate group of ten stations, according to John W. Boler, president.

Mr. Boler

Affiliated stations were said by Mr. Boler to be KVOX, Moorhead; KATE, Albert Lea; KROC, Rochester; KWNO, Winona; KABR, Aberdeen; KWTN, Watertown; KRMC, Jamestown; KDLR, Devils Lake; WEAU, Eau Claire. Supplementary outlets were listed as WEBC, Duluth; WHLB, Virginia; WMFG, Hibbing; KGLO, Mason City; WKBH, La Crosse; WSAU, Wausau; KSCJ, Sioux City, Ia.; KFJM, Grand Forks. KSTP and WTCN, Minneapolis-St. Paul, were named as alternate stations. According to Mr. Boler, negotiations are in progress with the Wisconsin Radio Network and the Iowa Network which, if completed, would provide NBC blanket coverage in five northwestern states with 31 affiliates.

Sustaining programs will not be broadcast over NCBS for at least one year according to the organization. The network will operate on a purely commercial basis, with lines to be installed and maintained concurrent with the first commercial. A rate card containing rate breakdown by individual stations and sectional groups has been released. NCBS clients would be permitted to purchase any combination of the network they require. In addition to a sales staff, the network will maintain a merchandising department to work with agencies and advertisers.

Officers, in addition to Mr. Boler, are David C. Shepard, chairman of the board of Empire National Bank, St. Paul, and Howard S. Johnson, formerly vice-president and national sales manager of American Hoist and Derrick Co.

KPFA Joins NBC

KPFA, Helena local which recently began operation, has joined the NBC Network as its 148th outlet. It is aligned with KGIR, Butte, Mont., with Ed Craney as directing head of the two stations. Licensed to the Peoples Forum of the Air, KPFA operates on 1210 kc. with 250 watts day and 100 watts night.

Petrillo Refuses Offer From NAPA

Spurns $100,000 Salary to Continue Work in Chicago

JAMES C. PETRILLO, president of the Chicago Federation of Musicians and member of the AFM executive board, has refused an offer to head the National Assn. of Performing Artists at a salary of $100,000 a year. He believes that it would be impossible for him to continue his present work in Chicago if he assumed the new responsibilities, and told BROADCASTING that under no circumstances will he leave the CFM to head NAPA, regardless of salary involved.

Petrillo, who has been president of CFM for the past 16 years, and has recently been re-elected for a five-year term, receives a yearly salary of $26,000.

Royalty Demands

Mr. Petrillo said he is wholeheartedly in favor of NAPA's fight to prevent radio stations and slot machines from using members' recordings without payment of a royalty. Addressing a group of NAPA members in New York March 14, he estimated the recording artists are losing between five and six million dollars annually through this practice. He said his organization promised full cooperation in helping NAPA establish its "property rights," and urged that musicians start a vigorous campaign to accomplish nationally what he has done locally in Chicago. Radio musicians in Chicago get a minimum pay of $140 a week.

Joseph Weber, head of the AFM, was expected to go to Chicago the week of March 21 to meet Petrillo and later go with him to Hollywood in the interests of musicians in the motion picture studios. Mr. Weber, however, was detained in New York by the unsettled state of AFM's transcription negotiations, according to Petrillo, and will probably make the trip early in April.

The 1938 convention of AFM will be held the second week in June in Miami. It was at last year's convention in Louisville that Petrillo first demanded that networks and radio stations employ more musicians.

IN AN EFFORT to stimulate business in Los Angeles county, KMPC, Beverley Hills, Cal., has inaugurated a "buy now" campaign, and plans to interest other stations in Southern California in the movement.

SPEED AT COLLINS

Helped WHBF Set Record in Returning to Air

WHEN WHBF, Rock Island, Ill., forced off the air at 9:20 p. m. March 9, by destruction of its transmitter from the fire at Harms Hotel [BROADCASTING, March 15] resumed broadcasting at 11:03 a. m. March 11, an engineering achievement was written into radio records. The new transmitter was rushed from the Collins Radio Co., Cedar Rapids, Ia., to Rock Island by truck in charge of J. F. Byrne, of the Collins engineering staff. Ivan Streed, production manager, and J. E. Gray, chief engineer of WHBF, arrived at Collins' plant at 9 a. m. March 10 and made negotiations for a new transmitter. New crystals were ground and general tests made. The transmitter was loaded on the truck at 7 p. m. and was set up on the new site at 11:30 p. m. A temporary but efficient antenna was erected under the direction of E. C. Page, consulting engineer of Washington, who happened to be in Rock Island at the time.

The announcers and office workers donned overalls to assist in the installation of the ground system. The first test on the air was made shortly after 5 a. m. and a frequency check revealed that the transmitter was within 1 cycle of the assigned frequency of 1210 kc. Mr. Page approved the results and the transmitter installation was ready for use at the beginning of the regular morning broadcast schedule. Need for a little sleep and delay in getting telephone lines installed held up actual operation until 11 a. m.

Extend Monitor Rule

THE FCC on March 23 further extended the working date of Rule 981 for a period of six months from March 15. This rule requires all relay, international, television, facsimile, high frequency and experimental broadcast stations to have a frequency monitor in operation. It was originally effective Sept. 15, 1936. However, the working date had been extended from time to time until March 15, 1938, because monitors meeting the requirements are not commercially available. The monitors required do not have to be approved by the Commission but shall have an accuracy of at least one-half the tolerance allowed for the class of station with which used.

1ST IN LOCAL ACCOUNTS
IN CHICAGO
WGES

Deserving its strong listener loyalty
and top position in this 16-county
Bright Spot Market
WSYR
SYRACUSE
N.B.C.

Outstanding FEATURES AVAILABLE

BROADWAY MELODY
Thirty minutes of sparkling comedy with Jack Waldron . . . guest stars . . . plus Don Albert and his orchestra.

M-G-M MOVIE CLUB
One hour filled with stars . . . gossip . . . previews of screen hits . . . music and mirth.

MUSIC TO READ BY
One hour of uninterrupted classical music on the air every night at twelve o'clock.

FRANK GRAHAM
Noted columnist of the New York Sun talks about the world of sports . . . in a daily program called "Setting the Pace".

SAM TAYLOR
Exclusive news of the screen . . . on the air twice weekly . . . in a gay program of "Hollywood Highlights".

GEORGE COMBS, Jr.
Well-known ex-Congressman, whose daily "Editorial Slant on the News" keeps thousands informed of daily events.

HARRY GLICK
Now celebrating his tenth year as New York's morning physical instructor. His exercises are on the air 15 minutes daily.

UNITED PRESS NEWS
Daily spot news at the right spots during the day . . . rushed to the mike from the U. P. teletype.

MUSICAL SHOWS • COMEDY PROGRAMS • AIR NOVELTIES

WHN
DIAL 1010
NEW YORK CITY

BROADCASTING
BROADCASTING
JOHN SMITH

BOUND To Give Greater Value

MANY SUBSCRIBERS want to preserve their copies of BROADCASTING because of its future reference value. They prefer to avoid the chance that the supply of past issues, to which they may want to refer, will be exhausted. Indeed, it is next to impossible now to get some of the past issues of BROADCASTING because the great demand from subscribers has exhausted our supply.

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

The binder is pictured above. It holds 24 copies (one year's issues). It is your perfect reference book of the year's business of broadcasting.

Price $2.50 Postpaid

(Your name in gold 25c extra)

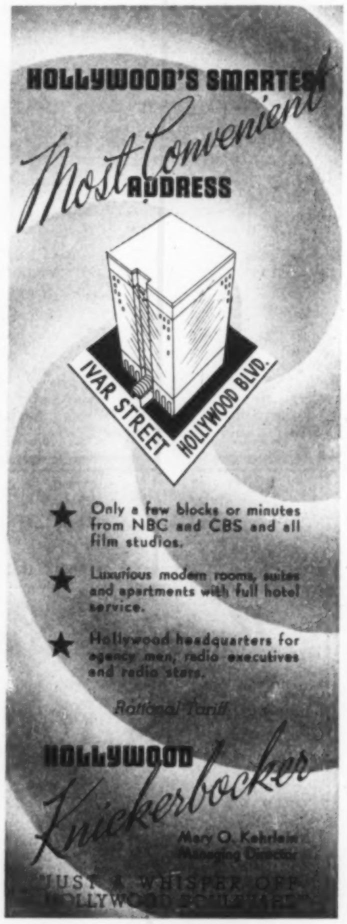
BROADCASTING
Broadcast Advertising

870 National Press Bldg. Washington, D. C.

WTMJ Shortwave Plans

THE *Milwaukee Journal*, operating WTMJ, announced March 30 it had withdrawn renewal applications covering its television and facsimile experiments but that this action in no way indicated it was abandoning its activities in the visual radio field. The announcement said the station proposed to re-examine its entire experimental program and had come to the conclusion that greatest progress can be made by concentrating efforts in fields other than those covered by the applications, which were withdrawn without prejudice. Future plans, especially as to facsimile, will involve substantial modifications of proposals originally made to the FCC, the statement said.

WEBC
Tells Your Story In
AMERICA'S SECOND PORT
DULUTH & SUPERIOR
●
And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA


HOLLYWOOD'S SMARTEST
Most Convenient
ADDRESS

★ Only a few blocks or minutes from NBC and CBS and all film studios.

★ Luxurious modern rooms, suites and apartments with full hotel service.

★ Hollywood headquarters for agency men, radio executives and radio stars.

Rational Tariff

HOLLYWOOD
Knickerbocker

Mary O. Kehrlein
Managing Director

JUST A WHISPER OFF
HOLLYWOOD BOULEVARD

Sherwood to Standard

ALEX SHERWOOD, well-known Midwestern broadcaster and former manager of KDKA, Pittsburgh, on April 1 becomes general sales manager of Standard Radio, transcription producers. He will headquarter in the Chicago offices. Announcement of the appointment was made March 30 by Milt M. Blink, co-owner along with Gerald King. Mr. Sherwood has had wide experience in station operation and for the last several years has served as a station consultant, having been responsible for the personnel and business organization of a number of new stations.

Mr. Sherwood

Plan Radio Study

A STUDY of radio broadcasting will be made this spring by a Communications Committee of the National Economic & Social Planning Association of Washington, which held its first meeting March 29. The Committee is headed by N. R. Danielian, formerly with the FCC A T & T investigation staff, and a number of FCC officials and other persons connected with the broadcasting industry and publications have been invited to participate in the study.

Superpower Hearing

A BILL of particulars to cover the superpower hearing scheduled for May 16 is being drafted by the FCC and shortly will be sent to the 16 station applicants, it was learned March 30. The notice will set forth the issues involved in the hearing which will be before the FCC en banc rather than an examiner.

KGGM-CBS Affiliation

CBS on March 30 confirmed previous reports that KGGM, Albuquerque, N. M., will join the network. Date is indefinite but probably will be autumn or earlier. The network rate will be $125 per evening hour. The deal was signed by A. R. Hebenstreit, station owner.

KSD Charge Dropped

AMERICAN Federation of Radio Artists has withdrawn charges filed with the National Labor Relations Board against KSD, St. Louis, the station having reinstated Richard Pavey, announcer allegedly discharged for union activities. [See earlier story on page 34].

RESULTS!

January and February 1938, fan mail at KTHS EQUALS ENTIRE AMOUNT for 1937!

The New
KTHS
10,000 WATTS

Serving Arkansas from Hot Springs

Copyright Treaty Has Little Chance

Lack of Agreement to Prevent Any Action at This Session

SENATOR DUFFY (D-Wis.) has about given up hope for passage of any kind of copyright legislation, as well as Senate ratification of the International Copyright Convention, at this session of Congress.

After holding a series of conferences with "interested parties", he told BROADCASTING March 28 he seriously doubted if there would be any action on the copyright measures before the present Congress adjourns.

Congressional leaders are now working for adjournment not later than June 1.

Lack of Accord

Mr. Duffy said those interested in both the convention and his copyright bill had been unable to reach an agreement. He stated he was not disposed to move for Senate action until they got together.

Those who are interested in the treaty and copyright legislation include ASCAP, NAB, and Association of Moving Picture Exhibitors.

A Senate Judiciary subcommittee was to begin hearings April 1 on the Logan bill (S-3676) "to establish a United States Court of Appeals for Administration to receive, decide, and expedite appeals from Federal commissions, administrative authorities, and tribunals in which the United States is a party or has an interest, and for other purposes."

Senator Logan (D-Ky.), author of the measure, believes such a court is highly desirable to expedite appeals from Federal agencies and to provide less expensive procedure.

Decisions of the FCC, which involved disputes between administrative authority and individuals, would be under the jurisdiction of the Administration Court, as would be orders of the Federal Trade Commission. Logan contends that a great percentage of those adversely affected by decisions from the many federal agencies do not have funds to wage a long drawn out court fight through the Circuit Court of Appeals and the Supreme Court.

Sixteen Federal commissions and agencies making decisions and issuing orders would come under the Court of Appeals for administration. The judgment of the court would be final except for review by the Supreme Court upon a writ of certiorari.

Senator Logan has called a number of witnesses to testify on his bill. Some have given extended study to the proposal and the operation of a similar court in France.

Senator Bone (D-Wash.) expects to get hearings under way early in April on the Chavez-McAdoo bill providing for government construction and operation of a super-radio station designed to promote Pan-American relations. Fearful that the construction of such a station would be the opening wedge for government ownership of broadcasting, leaders in the radio industry have asked to be heard when the bill is taken up by the Senate Interstate Commerce subcommittee to which the measure has been referred. Bone is chairman of the subcommittee.

EXHIBITOR—Of candid portraits at the Zeiss exhibit held at the Palmer House, Chicago, is William R. Cline (left), sales manager of WLS, who had six winning pictures taken with his Icon. All of the pictures showed WLS artists, two of whom, Pokey Martin and Christine, are talking over the exhibit with Mr. Cline.

Schubert Suit

APRIL PRODUCTIONS Inc., New York, Shubert Theater Corp. subsidiary, has started nine suits against Harms Inc., music publishers, for alleged profits from radio broadcasts of songs and music from 11 Shubert shows. Damages totaling $990,000 are sought, $110,000 on each count. April Productions contends it is the assignee of exclusive publication and mechanical production rights to the music concerned, and that Harms Inc. has no authorization to sell radio reproduction rights. The defendant said it did not "aid or abet or cause" the radio broadcasts in which the music was used. No date for hearing has been set.

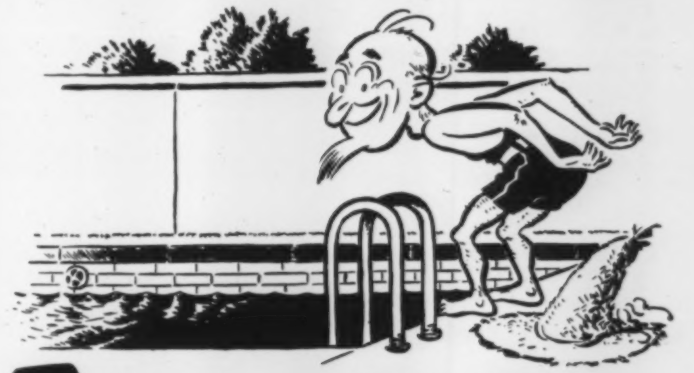
Terse News

BELIEVING that news broadcasts are too long, Mendel Jones, program and production director of WCKY, Cincinnati, has cut news periods on that station to five minutes. "I do not consider newscasts as competition with daily newspapers and I believe news on the air stimulates newspaper reading. Where 15-minute periods are assigned newscasts, the tendency is for them to become dull when big news is scarce and tiresome with detail when important news does break," he said.

"A Blind Spot" for All Outside Stations—
IF you want to Cover Rich Central Pennsylvania
You MUST Use
WFBG
Altoona • Pa.

W TEST
L the
B typical
C American City
MIDDLETOWN
MUNCIE, INDIANA
THE TEST TUBE STATION OF THE NATION

WWL
NEW ORLEANS
LOUISIANA'S
most powerful station
★
850 KC. 10,000 WATTS
★
affiliated
C.B.S.



EVEN THE OLD SWIMMIN' HOLE'S CHANGED!

Favorable climate plus fertile soil enables our average Red River Valley farmer to enjoy comfortable living along with profitable farming. His home, buildings and farm lands are valued at 33% above the average for those in the remaining West North Central area—[$927.18 per capita as against $695.62].

If you've got something to sell our people, WDAY is their station—the ONLY station that brings them all to you! . . . Want the details?

WDAY, INC.
N. B. C.
Affiliated with the Fargo Forum

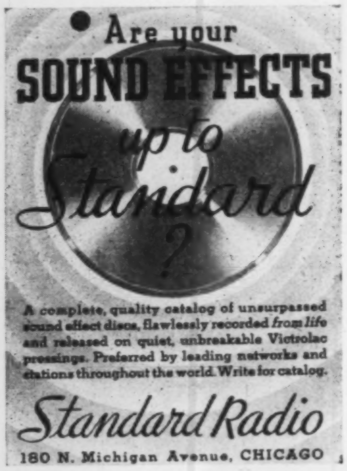
FREE and PETERS, INC.
NATIONAL REPRESENTATIVES

FARGO
N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

NAB Sales Meeting

THE Sales Managers Committee of the NAB tentatively has arranged for a departmental on radio advertising to be held in conjunction with the annual convention of the Advertising Federation of America, Hotel Statler, Detroit, June 12-16. Members of the Sales Managers Committee, of which Lew Avery, WGR-WKBW, Buffalo, is chairman, will participate in the departmental, together with advertiser and agency delegates to the AFA convention. No definite date has been set for the departmental, although talk has been given to the holding of sessions on June 13 and 14.



A complete, quality catalog of unsurpassed sound effect discs, flawlessly recorded *from life* and released on quiet, unbreakable Victrolac pressings. Preferred by leading networks and stations throughout the world. Write for catalog.

Standard Radio
180 N. Michigan Avenue, CHICAGO

Radio Tour Is Organized To Visit Main Stations In European Countries

A PARTY of American and Canadian broadcasters being organized by Donald D. Davis, president of WHB, Kansas City, will visit eight principal radio stations in Europe next summer and combine a sight-seeing trip abroad with first-hand knowledge of noncommercial and commercial broadcasting as practiced in several European countries. The price of the all-expense trip is $525 per person. The party sails from Montreal July 15, and will visit England, Holland, Belgium, Germany, Luxembourg and France, with an optional extension to Switzerland, Italy and the Riviera. Return dates are Aug. 11 and Aug. 23.

BBC will be host in England, where the party will visit Broadcasting House in London, the television station at Alexandria Palace and the BBC transmitter at Droitwich, located not far from Stratford-on-Avon in the Shakespeare country.

In Belgium, the Institut National Belge de Radiodiffusion will formally dedicate its new Maison de L'INR this summer. Radio-Luxembourg, in the Grand Duchy of Luxembourg, holds special interest for American visitors as Europe's best-known and most powerful commercial station.

In France, the party will inspect Radio-Paris and the sound and television stations on the Eiffel Tower. As guests of the Swiss Radio Corp., the party will see the station in Geneva which originates League of Nations broadcasts.

While Others Waited For Wires to be Repaired

KLZ FOUND THE WAY TO GET THE FACTS
• Southern California was isolated. Communication lines were down. But KLZ's habitual ingenuity brought the Denver area its first Los Angeles contact . . . and KLZ listeners their first eye-witness reports of the recent flood disaster across the Rockies.

Contact with friendly amateurs supplied the link between flooded California and the high and dry Denver region, served so effectively by KLZ's news service.

Once again KLZ earns its spurs as the Rocky Mountain district's favorite station . . . gains more of that listener loyalty that makes KLZ so productive.

KLZ
DENVER
Representative - The Katz Agency, Inc.
CBS Network - 560 Kc.
Affiliated with WKY, Oklahoma City, and The Oklahoma Publishing Company

Kosher St. Pat

ST. PATRICK in Kosher regalia made an ether appearance March 17 over KTAT, Fort Worth. The special St. Patrick's Day feature was sponsored by Carshon's Kosher Delicatessen. It caused many a Fort Worth chuckle. Contract was signed by Abe Applebaum, Carshon's manager, and Len Finger, production director of KTAT.

LEVY IN VIRGINIA PROTESTED BY CBS

BRIEF has been filed by CBS attorneys in answer to the charge of the Virginia Corporation Commission [BROADCASTING, Feb. 1] that the State is entitled to collect a gross receipts tax from WJSV, CBS station in Washington, which has its transmitter near Alexandria, Va. The Virginia claim was based on the assumption that WJSV is doing business in that state because its signals emanate from a Virginia site.

The CBS brief stated that .998 of all WJSV broadcasts originate outside of the State and that since CBS took over the station, all political speeches by candidates for Virginia offices had been made in its Washington studios. Transmission of radio programs constitutes interstate commerce, the brief said, citing the Supreme Court decision in the Fisher's Blend Station Inc. v. Tax Commission of Washington State.

It was further argued that a State is precluded from levying such a tax because Congress has specifically given the FCC the power to regulate the rights of broadcasters. The brief was filed through the offices of Rosenberg, Goldmark & Colin, New York.

WWVA-WALR Hookup

A HOOKUP of WWVA, Wheeling, W. Va., and WALR, Zanesville, O., with permanent telephone lines, was announced March 27 under which programs will be exchanged and available on a full time basis. Arrangements were made by George W. Smith, general manager of WWVA, and Ronald B. Woodyard, WALR manager, as the first step in a definitely established plan to increase service facilities of both stations.

"IT'S GOT MOST OF THE LISTENERS...MOST OF THE TIME!"
The MILWAUKEE JOURNAL STATION WTMJ

Northwest Group Confers on Sales

First of Meetings Under New NAB Setup Held in Seattle

FIRST regional sales meeting under the reorganized NAB recently held in Seattle was attended by 50 sales directors of District 15 which comprises Oregon, Washington, Montana, Idaho and Alaska. W. Carey Jennings, manager of KGW-KEX, Portland, and chairman of the meeting, gave the keynote address.

Mr. Jennings

Mac Wilkins of Wilkins & Cole Inc., Seattle agency, and chairman of the Pacific division of the Association of American Advertising Agencies, spoke on "The 4-A Looks at Radio." He discussed advertising policies of radio, standardized coverage statistics and the opportunity of sales directors to sell agencies on new ideas. Agencies are materially interested in having good shows on the air for clients and it is the duty of the station to assist in building shows of material benefit to the agency in attracting an audience and merchandising a program, he said.

The Legal Viewpoint

Judge John C. Kendall, attorney for several stations of the Northwest, spoke on "The Law Looks at Commercial Advertising." Warren Kraft, vice-president of Erwin, Wasey & Co. discussed rates, discounts and the collection of statistical information.

Mr. Wilkins

The following subjects were included in a closed meeting: radio salesmen; methods of sales promotion; new ideas; selling the big store; selling the specialty shop; selling live talent; political rates; classification of local and national accounts; agency commissions; library service; records and transcription rates; standard frequency rates.

Harold Singleton, engineer of KGW-KEX, Portland, and Francis Brock, engineer of KOMO-KJR, Seattle, discussed the relation of station power to sales.

COMPOSER of the comic songs sung by Joe Penner at the end of his CBS programs is the Rev. Henry Scott Rubel, known in radio as Hal Raynor.

•
News
is your best bet
TRANSRADIO
•

Quick Conquest of Austria by Hitler Given Extensive Coverage by Networks

EVENTS leading to and surrounding the conquest of Austria by Hitler were thoroughly covered by CBS, Mutual and NBC. Eyewitness accounts of events in Vienna and other European capitals were broadcast by local commentators, network representatives and newspapermen.

All three of the networks carried Adolf Hitler's speech from Vienna, heard in this country from 5:15 to 5:37 a. m. on March 15. English commentary was handled by Eduarde Roderich Dietze of the German Broadcasting Co., and more complete translations of Hitler's remarks were broadcast later. CBS had 12 transatlantic broadcasts from March 11 to March 15, augmented by Press Radio reports. Edward Murrow, Columbia's European director, usually stationed in London, flew to Vienna and spoke from there for five broadcasts. William Shirer, CBS' Central European director, who had been in Vienna, flew to London for four broadcast descriptions of what he had seen before leaving.

In addition CBS carried talks by Pierre J. Huss of International News Service from Berlin; Edgar Mowrer, *Chicago Daily News*, from Paris; Sir Frederick Whyte, British journalist, from London; Albion Ross, *New York Times*, from Berlin; Alvin Steinkopf, chief of the Associated Press in Vienna.

NBC had a total of nine European broadcasts from Friday night (March 11) to Monday afternoon. Max Jordan, NBC representative in Continental Europe, on March 12 arranged for a pickup at Linz, Austria, where Hitler had arrived enroute to Vienna. Expecting a description of the ceremonies there, the announcement suddenly came through that the Chancellor himself was speaking, and NBC thus had the first broadcast of the conqueror's voice after his entry into Austria.

The events were carried by landline to Berlin and short-waved from there. Others who spoke from Europe for NBC were William Hillman of the International News Service, in London; Laurence Hilles, publisher of the *Paris Herald;* Robert Best, chief of the United Press staff in Austria, interviewed by Jordan; Helen Paull Kirkpatrick, American correspondent, from London, and William Bird, American newspaperman in Paris.

Benito Mussolini's speech on March 16 to his Chamber of Deputies was carried by the three networks direct from 2RO, Rome. All three also broadcast Secretary of State Hull's speech, "Our Foreign Policy", on March 17 which was rebroadcast in five languages by shortwave divisions of NBC and CBS. Remarks of Senator Lewis B. Schwellenbach of Washington, as part of the world-wide symposium on the German-Austrian situation on March 13, were broadcast by NBC and CBS.

KGMB
HONOLULU
KHBC
HILO

First in Coverage
First in Listener Preference
First in Advertising Volume

FRED J. HART,
President and General Manager
San Francisco Office, Californian Hotel
Representatives:
CONQUEST ALLIANCE COMPANY
New York, 565 Madison Ave.
Chicago, 228 N. LaSalle St.
C. P. MacGREGOR
729 S. Western Ave., Hollywood

New Kate Smith Series

KATE SMITH on April 4 will start a new program, on a sustaining basis, Mondays, Wednesdays and Fridays on CBS. The program will be one of news and human interest, with no music. Ted Collins will act as announcer. In line with her expansion as a business woman and outstanding personality as well as a singer, Miss Smith is also considering a syndicated column of the same type. The program is an experiment and there will be no commercial angle until it has been thoroughly tested, probably for 13 weeks. General Foods Corp., which sponsors Miss Smith on CBS for Swansdown cake flour and Calumet baking powder, also has a five-a-week program with Mary Margaret McBride. Miss Smith's new program will be heard at 3:30-3:45.

HK-99
123
124
125
HK-11
HK-12
HK

EMPLOYES — Of WHK-WCLE, Cleveland, have auto license plates of the HK series and are boasting that the State of Ohio is advertising United Broadcasting Co. because license plates carry the picture of an ox cart, the UBC symbol. An enlarged photo of H. K. Carpenter, vice-president and general manager, here looks down on ox-cart and assembled plates. Jim Ulrich, engineer, has HK-73, sign-off symbol of "Regards", while Operator Bert Koblitz has HK-88, which to code operators is "Love and Kisses".

Continue Set Drive

SOUTHERN CALIFORNIA independent stations, warring for the past month against sale of automatic dialing receivers whose automatic pickup is limited to relatively few stations, have voted to continue their air propaganda campaign of five daily announcements indefinitely. Decision was made after the association through its president, Leo B. Tyson, manager of KMPC, Beverly Hills, had protested to certain manufacturers of automatic tuning receivers.

KROC
ROCHESTER • MINNESOTA
CROSSROADS OF THE NATION STATION

KROC SERVES

	Primary	Secondary
Population	239,794	237,901
Families	57,324	58,271
Radio Homes	51,459	50,347
Retail Sales	$67,328,000	$39,851,000
Spendable Income	$109,358,000	$87,491,000

89% of all families own one or more radio sets. Nearly 500,000 persons are KROC minded.

CLARK
for
QUALITY
in
ELECTRICAL TRANSCRIPTION PROCESSING!

Quality recordings require *quality* processing. That's why leading transcription manufacturers and radio stations specify CLARK pressings.

For 20 years CLARK has been the standard in electrical transcription and phonograph record processing. Both wax and acetate "masters" get careful skillful supervision. They come out right when CLARK does them.

For *quality* processing—say CLARK.

Clark
PHONOGRAPH RECORD CO.
NEWARK • N • J •
216 HIGH ST.
HUmboldt 2-0880

Howard E. Clark

HOWARD E. CLARK, 36, for 11 years manager of WJAS, Pittsburgh, died March 7 of pneumonia following an emergency appendicitis operation. He is survived by his wife and daughter, Roberta.

Audition Winners

WINNERS of the *Metropolitan Auditions of the Air* contest, announced March 27, are John Carter, tenor, and Leonard Warren, baritone. Chosen from 707 contestants, the two New York boys, in addition to their Metropolitan opera contracts, received checks for $1,000 each and silver plaques from George A. Martin, president of the Sherwin-Williams Co., sponsor of the program. The show, heard on the NBC-Blue network, went off the air on the same date. Agency is Cecil, Warwick & Legler, New York.

"They Said Not to Bother Them While They're Listening to WHB."

WHB • • **Kansas City's Dominant Daytime Station** affiliated with Mutual, has the Audience, but no national representatives. —For time clearance, schedules, information, data, telephone Harrison 1161, collect, or wire collect to—
DON DAVIS, President, KANSAS CITY, MISSOURI

Brotherly Love

UNITED Automobile Workers, CIO affiliate, has been sponsoring a program on WJBK, Detroit. Funds ran short and they asked WJBK if an overall company could take over their program. O. K. But a CIO regional director heard that AFL men worked for the overall company which called AFL headquarters in New York and asked if they could sponsor the program. "What," wired AFL headquarters, "sponsor a program produced by CIO! Never!"

Strauss Now Recovering From Laboratory Blast

AN EXPLOSION that completely wrecked the quarters of the Allied Recording Products Co. at 126 W. 46th St., New York, was nearly fatal to Jack Strauss, engineer executive of the firm, who was working alone in the laboratory at the time of the blast, 10:30 Sunday evening, March 13. He had made several records and taken them into a dark room, where he was washing them with chemicals when the blast occurred, throwing him 20 feet across the room. So violent was the explosion that even the window frames were blown out and bits of glass and metal were sprayed in all directions. Windows were shattered in all nearby buildings.

Still seriously ill in the Polyclinic Hospital, where police took him following the blast, Mr. Strauss is believed to have passed the most dangerous stage and to be on his way to recovery. Future plans of the company are as yet unsettled.

Unexplained Delay in Federal Agencies Halts Approval of Havana Radio Treaty

MYSTERIOUS circumstances surrounding the Havana broadcast treaty envisaging a sweeping reallocation of broadcasting assignments in this country have resulted in bottling up of the pact in the State Department, it was learned March 30.

State Department spokesmen candidly admit there is no present intention of sending the treaty to the Senate for confirmation at this session. They ascribe this unofficially to word from the FCC asking that it be held up. With Congress expected to adjourn two months hence, expeditious action would be needed to get Senate ratification.

It was declared officially at the State Department that the treaty first was held up because of a letter received in mid-February from Chairman Frank R. McNinch in which the Department was asked whether any inconvenience would be caused if the treaty were withheld pending further study and possibly hearings by the FCC. The Department replied it had no objection, since the treaty was of a technical character and should be passed upon by the FCC.

FCC Rules Held Up

It was reported also that the letter of Feb. 18 had been superseded by other advices withdrawing objection. Despite that, however, State Department attaches said oral word evidently had been given the State Department to withhold action until further notice. Chairman McNinch is understood to have conferred with R. Walton Moore, counsellor of the State Department.

Assurances had been given to the broadcasting industry that the treaty would be ratified at this session in order to pave the way for the far-reaching reallocations. New FCC rules dealing with broadcast allocations are slated for promulgation but cannot be effected until the treaty is ratified by three of the four nations parties to it, with the fourth—Mexico—signifying its intention of doing so. The other nations, in addition to the United States, are Canada and Cuba, the latter already having ratified.

Some objections have been raised because of provisions relating to clear channels. Whereas existing allocations in this country specify 40 clear channels, the treaty would provide a maximum of 25 so-called Class 1-A channels or those on which one dominant station would operate with minimum power of 50,000 watts. Actually 11 of the 40 clear channels are "broken down" by virtue of duplicated operation.

Chairman McNinch has implied his opposition to clear channels and to superpower, although he has made no specific statement to that end. In his address before the NAB convention last February, he endorsed unequivocally the views of Senator Wheeler (D-Mont.) who thrust out in opposition to such broadcast units.

It was expected that the entire treaty situation would be brought to a head shortly within the FCC, since considerable anxiety is being expressed over failure to move forward on the sweeping reallocation. Commissioner T. A. M. Craven, former chief engineer of the FCC, was chairman of the U. S. Delegation to the Inter-American Radio Conference in Havana late last year, at which the treaty was drawn. He regards time as of the essence in the ratification of the treaty, holding that any revisions in allocations or individual station assignments should be worked out at hearings before the FCC following ratification, since those problems are purely domestic whereas the treaty itself has definite international implications and failure to ratify it promptly might lead to further chaos in American broadcasting through operation of additional powerful "outlaw" border stations in Mexico and Cuba.

Increases in Power

Moreover, it is not illogical to assume that demands for more extensive facilities from each of the other nations might ensue as a result of failure to ratify at this session. It is generally felt that the American delegation effected a remarkably favorable agreement in Havana, to which the other nations are duty-bound to adhere. Failure to ratify could only be viewed, it is felt, as a repudiation by this country of the terms, and open the way for renewed increased demands which might mean sacrifice of additional facilities by this country.

The FCC rules committee, comprising executive department heads, already has completed preliminary work on the proposed new rules encompassing provisions of the treaty. These propose, among other things, horizontal increases in the power of regional stations from a maximum of 1,000 watts night to 5,000 watts night and of locals from 100 watts night to 250 watts night, with each application to be considered on its individual merits. To be submitted shortly to the Commission, these rules, however, cannot become effective until the treaty is ratified by this country. Moreover, contemplated hearings on these proposed rules presumably would have to be deferred until ratification.

KFRU

●

COLUMBIA, MISSOURI

A Kilowatt on 630

A Sales Message over KFRU Covers the Heart of Missouri

●

Sealtest to Start

NATIONAL DAIRY PRODUCTS Corp., New York (Sealtest division, ice cream and milk), on April 2 will start a new five-a-week quarter-hour show on about 40 NBC Red stations. The new program will be one concerned with "the average American family" and is tentatively titled *Your Family and Mine*. It will be heard Mondays through Fridays at 5:30-5:45 p. m. Merchandising plans include the distribution of three million recipe books through dealers. Agency is McKee, Albright & Ivey, Phila.

WOKO

ALBANY, N.Y.

. . . *In Step With Spring* . . .

The rich Capital District, solidly prosperous with highly diversified industry, isn't concerned with sales-chart valleys, and is stepping out briskly for its usual profitable Spring. WOKO, favorite of listeners and advertisers alike, will put you in step, too.

WOKO—In the Heart of "The State that Has Everything"

Harold E. Smith, General Manager
John Blair and Company, National Representatives

STATION W·O·K·O ALBANY, N. Y.

Radio Well Represented At Capital Press Party

A SCORE of radio celebrities, headed by six of the seven members of the FCC, attended the 17th annual dinner of the White House Correspondents Association in Washington March 12 at which President Roosevelt was the honor guest. Entertainment was provided by NBC and arranged under the direction of vice-president John F. Royal, New York, and Frank M. Russell, Washington. All members of the FCC were present but Col. Thad H. Brown, who was in Ohio.

Among others from the Commission who attended were General Counsel Hampson Gary, Acting Chief Engineer Andrew W. Cruse, Assistant Chief Engineer Andrew D. Ring, Assistant General Counsel George B. Porter, Assistant Secretary John B. Reynolds, and Chief Examiner Col. Davis S. Arnold.

President Roosevelt was the honor guest at the "off the record" dinner. He was flanked by his secretaries, Stephen T. Early, M. H. McIntyre and James Roosevelt, members of the Cabinet and others high in Washington's official life. Radio celebrities present included NBC President Lenox R. Lohr; his chief assistant, Frank Mason; vice-president, Mark Woods, Niles Trammell, and Russell and Royal; Clay Morgan, NBC public relations chief; Frank Mullen, RCA public relations director; Harry C. Butcher, CBS, Washington vice-president; Amon Carter, publisher of the *Fort Worth Star-Telegram*, operating WBAP; Kenneth C. Berkeley, manager, John Dodge, commercial manager, Carlton Smith and Fred Shawn, assistant managers of WRC-WMAL, Washington; F. P. Guthrie, RCA, Washington; Luther Reed, CBS publicity director; Arthur W. Scharfeld and George S. Smith, Washington attorneys; L. A. Batton, president, and Marvin Murphy, publicity director, N. W. Ayer & Son; Schuyler Kudner and Charles Gannon, vice-president, Arthur Kudner Inc., and Borden Gray, WSJS, Winston-Salem, N. C.

NBC entertainment included Joe Cook, as master of ceremonies; Ben Bernie; Edward McHugh, gospel singer; Zinka Milanov, of Metropolitan Opera; Fred Welch, "Popeye" comedian; Raquel Corlay, the Vass Family; Joe Sodja, guitarist; Mario Cozzi, baritone; Blanche Ring, Francis White, Eddie Leonard, Frank Black and his orchestra, four ballet dancers from Radio City Music Hall, and ten dancers.

In a special Movietone News prepared for the occasion, one of the shots was a parody on the Mae West incident and was headed "Believe it or Not, McNinch Goes West."

DIPPY RIDDLES
and
DIPPY DUDS!

New hilarious material to pep up your *Man on the Street Program*. 500 riddles with snappy comebacks; 500 clever questions and laugh-provoking answers. Write us for information.

RADIAD SERVICE
612 N. Michigan Ave.
CHICAGO

YOUNGEST—Hillbilly in radio is the claim of WJEJ, Hagerstown, Md., for little Ronnie Hovis, age 3, who sings with his daddy on the weekly *Strolling Singer* program, and also plays the guitar, according to WJEJ.

WHO Presents Awards Following Boxing Bouts

AS a follow-up to its sponsorship of the Golden Gloves amateur boxing tournament, [BROADCASTING, March 15], WHO, Des Moines, was host to officials of the tourney at a dinner March 21. Following the dinner the sportsmanship trophy was presented to Francis Warrington, middleweight boxer, and the presentation broadcast.

Warrington was chosen from a field of 400 fighters by a committee headed by Williard Johnson, dean of men of Drake U. He was chosen for his sportsmanship and his winning finish. After fighting his way to the quarter finals it was learned that he was ineligible to box in the Chicago tourney because he had competed in the Sioux City tournament. Despite this disappointment he continued in the Des Moines bouts and won the middleweight division. WHO has announced that it will sponsor the tournament next year.

Radio Feature Expands

RADIO FEATURE SERVICE Inc., New York firm handling radio program advertising and agency publicity, has moved to 10 East 49th St. Earle Ferris, president of Radio Feature Service, also announced the formation of a Chicago company to be known as Ferris & Livingstone Inc., 75 E. Wacker Drive, that city. George Livingstone, recently resigned from the Chicago publicity department of CBS, will head the new company. Radio Feature Service is also represented in Hollywood by a separate corporation.

(U.P.)

THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE

UNITED PRESS

Sweet and Swing

MORE than 11,000 letters were received in New York and Detroit commenting on the battle of WJR's Leo Fitzpatrick vs. swing music, which was put up to the radio audience in a joint program by the two factions on CBS March 19. Detroit's share of the mail was about 85-15 for "sweet" music, while New York's letters showed 75-25 for swing.

Actress Renews Suit

CONSTANCE BENNETT, film actress, has renewed her demands for $250,000 damages from Jimmie Fidler, Hollywood gossip sponsored by Procter & Gamble on NBC-Red for Drene shampoo, charging defamation of character when she filed an amended complaint on March 23 in Los Angeles Superior Court. Amended action charges slander. Fidler won the first legal encounter with Miss Bennett when the court on Feb. 28 sustained a demurrer, holding that the original charge filed Jan. 3 did not support a libel complaint.

N. Y. Ad Club Slate

LOWELL THOMAS, radio commentator and newspaperman, has been renominated president of the Advertising Club of New York for a one-year term. G. Lynn Sumner, head of the advertising agency of that name, has been nominated for a three-year term as vice-president, and Ralph Neumuller, treasurer.

ASTATIC

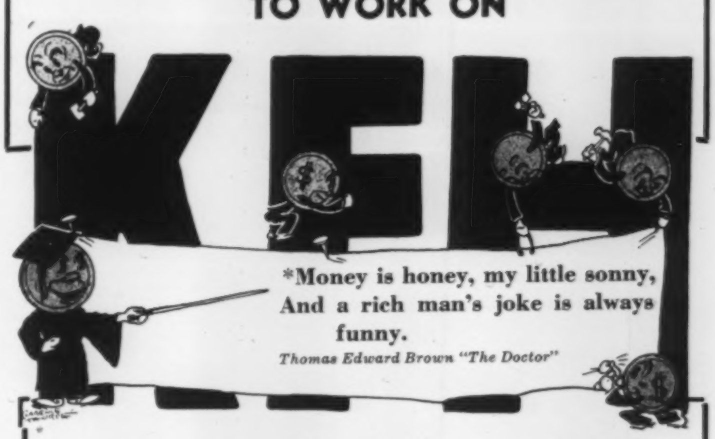
Model T-3
CRYSTAL
MICROPHONE
Praised for
Flexibility
and Finer
Performance

Designed with new tilting mount to permit directional or non-directional position. Complete with interchangeable plug and socket connector. Chrome finish. Full year guarantee.

LIST PRICE $25.00

ASTATIC MICROPHONE LABORATORY, Inc.
Dept. O-1 Youngstown, Ohio
Licensed under Brush Development Co. Patents

ASTATIC



SCHOOL YOUR DOLLARS
TO WORK ON

*Money is honey, my little sonny,
And a rich man's joke is always funny.
Thomas Edward Brown "The Doctor"

*The rich Wichita Market—completely covered by KFH—"a honey of a station" offers Time-buyers real occasion for merriment as "Advertising Dollars" reflect themselves in profitable sales.

KFH WICHITA • KANSAS
Basic Supplementary, CBS

National Representatives, Edward Petry & Co., Inc.

Peace Group Sponsoring

AMERICAN League for Peace and Democracy on March 25 started a weekly program, *Voices for Peace*, a quarter-hour commercial program placed by Dundes & Frank, New York. WMCA, New York, will carry the program on Friday for two weeks and then shift to a regular Thursday evening schedule. Off-the-air recordings are being made for chapters of the organization to place locally. The program dramatizes current events.

Air Week Recordings

WOR Recording Division is preparing 700 pressings of transcribed talks by Postmaster General Farley and Colonel Edgar C. Gorrell, former chief of staff of aviation during the World War, for National Air Mail Week May 15. The pressings will be distributed to stations throughout the country for radio tie-ins with the campaign.

NBC Punch Festival

THIRTY scheduled rounds of boxing will be described blow-by-blow in a broadcast on NBC-Blue network on April 1. Beginning at 10 p. m., listeners will hear the 15-round Fred Apostoli-Glenn Lee fight at Madison Square Garden, New York, and the 15-round world's heavyweight championship. Adam Hat, N. Y., will sponsor in its markets.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

38 YEARS PROFESSIONAL EXPERIENCE
APPLEBY & APPLEBY
RADIO ENGINEERS
JASPER & WINCHESTER AVES.
ATLANTIC CITY, N. J.
Lieut. Comdr. Thomas Appleby, U.S.N.R.
President and Chief Engineer

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. Washington, D. C. District 8456
Field Office Evanston, Ill. University 1419

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. NEW YORK CITY

ROBERT S. RAINS
Special Consultant
Accounting . . . . . Taxes
Munsey Building—Washington, D. C.
Telephone: Metropolitan 2430
Robert S. Rains
Former Special Consultant
Federal Communications Commission

R. D. MARTIN
Consulting Engineer
Field Surveys
Over all Transmitter and Antenna Testing
7 S. Howard St. Spokane, Wash.

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Forms close 25th and 10th of month preceding issues.

Help Wanted

Wanted: Announcer capable of handling United Press news service. Must also be able to handle musical programs and work around a small station such as continuity writing, etc. Experienced man only. A real opportunity for the right man who has ability to handle programs and assist in management. Nominal salary to start with future dependent on ability to show results. KDLR, Devils Lake, N. Dakota.

New local station, retail market 800,000, needs sales manager and one salesman. Excellent opportunity right man. State education, experience, references. Box 931, BROADCASTING.

Complete station personnel, new; state all details (experience, salary, etc.) very completely first letter. Box 932, BROADCASTING.

Situation Wanted

Young announcer, newscaster; three years experience, including programming, continuity, selling. Anywhere. References. Box 939, BROADCASTING.

Announcer, radio operator, some experience, desires new connection with broadcast station. Can copy press. Voice recording. Box 937, BROADCASTING.

Program director and sports commentator 5 kilowatt New York station. Ten years' experience, program, production, news sports, special events. Box 940, BROADCASTING.

College graduate, 22 years old, desires position as announcer. Inexperienced but recent network audition proves good voice and diction. Commercial artist and promotion experience. Box 938, BROADCASTING.

Station or group can profitably use research merchandising man; five years magazine, agency, network experience. And vice versa. 33, married, presently employed. Box 933, BROADCASTING.

Radio station manager, completely experienced in entire operation of station. Have operated important outlet in major city. Details furnished. Sales, operation and general management. Box 886, BROADCASTING.

Writer, three years in radio-newspaper work with metropolitan daily and network originating station. Continuity, publicity, news, announcing. Recent college grad., 23. Creative ability. Excellent references. Go anywhere. Box 928, BROADCASTING.

Versatile announcer, production man, union musician, organ and piano, with six years radio experience desires connection with progressive station or agency. College education. Go anywhere. Box 863, BROADCASTING.

Industrious and zealous announcer and production man available for position on staff of station in city up to 300,000 population. Four years' experience in radio. I believe that this, together with innate good taste has qualified me to meet your demands. I want chance to show my ability in view of advancement. Best character references. Address:

Box 944, BROADCASTING.

Situations Wanted (Con'td.)

RCA graduate, both licenses, IRE, Class A amateur, west coast. Box 916, BROADCASTING.

Young intelligent Yale graduate, experienced continuity and commercial writer, announcer, newscaster, desires change. References, copy, voice on request. Available immediately. Box 935, BROADCASTING.

Station manager with 12 years experience in managing stations, wants position as manager of station large or small, in California or on Pacific Coast. Has proven record for building sales, making money, and building station acceptability. Box 929, BROADCASTING.

Active, experienced man; News; Announce; Production; Continuity; M. C., function any capacity. Details to bona fide persons. Thirty-five, single, own transportation. At liberty two weeks. Gentile operated station preferred. Box 930, BROADCASTING.

Boston announcer-producer, 28, married, Protestant, Emerson College of Oratory training, Southern Military School graduate. Experienced NBC network and advertising agency, dramatic work, children's programs. Available immediately anywhere. Best of references. Box 936, BROADCASTING.

Announcer at liberty at close of Palm Beach season. Brilliant experience producing, announcing for select accounts, and announcing orchestra remotes world's most exclusive clubs. Experienced as continuity writer. MC., actor, production manager, dramatic, musical, program director. Capable in any position of responsibility. College graduate (advertising). Cosmopolitan background. Personable. Dependable. Inquiries invited. Box 934, BROADCASTING.

Situation Wanted

Commercial Manager now employed would like to confer with the management of a station interested in increased volume of business and profitable station operation. Box 943, BROADCASTING.

For Sale

100 watt full time Southern station. Box 941, BROADCASTING.

1000 Watt Western Electric D-87737 radio transmitter, (Western Electric 6-B equivalent), with vacuum tubes and spare armatures for all generators. Price $1,800. Box 915, BROADCASTING.

Wanted to Buy

Low powered station serving small Southern or Western Community. Box 942, BROADCASTING.

100 or 250 watt transmitter. State lowest cash price. Box 911, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Studio Notes

OPENING of the new studios of WMCA, New York, which had been tentatively scheduled for March 31, has now been definitely set for April 21, with the triple-decker opening ceremonies to be held on April 21, 22 and 23. Work has progressed to the point where no further delay is likely, the station says.

WLBC, Muncie, Ind., has started United Press service under the direction of E. Pierre deMiller, WLBC news editor.

KYW, Philadelphia, has awarded a contract for several thousand dollars worth of office furniture for its new studios and offices to A. Pomerantz & Co., that city. Executive offices will be furnished in walnut and general offices in steel, according to J. F. M. Proulx, KYW office manager.

WHEN a tornado recently struck Belleville, Ill., KMOX and KWK, St. Louis, hurried to the scene for complete coverage and reporting. From KMOX went Harry W. Flannery, news director; Jerry Hoekstra, in charge of public events, and Jim Alt, staff announcer. Gene Kemper and Chief Announcer Allen C. Anthony covered the disaster for KWK.

KTHS, Hot Springs, Ark., has opened a business office in Little Rock under direction of J. P. Smith. KTHS will open a studio in Little Rock in early April. KTHS and KCMC, Texarkana, Tex., have arranged a combination for rebroadcasts of sustaining and selected commercial programs.

WSAI, Cincinnati, has added six hourly news bulletins to its schedule of more than 12 hours of weekly newscasts. H. Lee MacEwen is WSAI news editor and the station uses UP and International News Service.

KFRO, Longview, Tex., has started a series of programs on social diseases during which listeners are urged to take blood tests.

WOR, Newark, has renewed its contract with Transradio Press Service for a three-year period. The new contract includes the right to use the news in facsimile work.

SO THAT each department may know what is going on in the other departments, KGVO, Missoula, Mont., holds a monthly staff forum of all employes under the direction of Art Mosby, KGVO manager.

CONGRESSMEN are given free radio service on WTMJ, Milwaukee, which uses NAB recordings of speeches by Senators and Representatives.

WDNC, Durham, N. C., has subscribed for United Press news service. News sponsors include the local B. C. Remedy Co., Durham Baking Co., and Clark & Sorrell Garage.

KDKA, Pittsburgh, has opened a news studio in the editorial department of the *Pittsburgh Press* for up-to-the-minute newscasts.

Spicy Tales Abroad

A NEW twist in procuring audience has been devised by the Italian operators of the international shortwave station directed toward the Holy Land, according to advices reaching here. The broadcasts are in Arabic. In order to build audiences for the news propaganda broadcasts, the programs are interspersed with subtle jokes and other border-line yarns, it is stated.

INDISCRIMINATE snipping of cables by men working on the Sixth Ave. subway was blamed when CBS' Seventh Ave. studios were thrown off the air March 16. Lehn & Fink's *Life of Mary Sothern*, 5:15-5:30 p. m., had been on about five minutes when the blast occurred, the period being filled with music from CBS at 485 Madison Ave. Colgate - Palmolive - Peet's *Hilltop House* was in rehearsal at the time, to go on at 5:45 but the cast got to Madison Ave. in time to broadcast without apparent difficulty.

TRAINING camp activities of the St. Louis Cardinals and Browns are broadcast by France Laux, sportscaster of KMOX, St. Louis, by direct wire from San Antonio and St. Petersburg, Fla. Recordings are also made of camp highlights. Hyde Park Brewing Co. is sponsor.

DRAKE U., Des Moines, Ia., will soon announce the results of its second annual radio playwriting contest. Judges are Burke Boyce, former continuity editor of NBC; Lyle Flannigan, continuity chief of WHO, Des Moines, and David Nowinson, copy editor of KRNT and KSO, that city. Cash prizes will be awarded.

FIRE in a building adjoining studios of KVSO, Ardmore, Okla., was vividly described March 19 by James Griffith, manager, and Ramon Martin, newscaster, who had to dash from the smoke-filled studios every few minutes for fresh air.

WHO, Des Moines, broadcast a 90-minute program March 18 during the campaign of the local Animal Rescue League. League members sold announcements at card rates to bolster their fund.

TRANSRADIO PRESS SERVICE has added two correspondents to its Washington staff. The company recently moved to larger quarters in the National Press Bldg., that city, where it has installed additional teletype facilities. The firm has extended its leased teletype service in Washington State and Oregon from 16½ hours daily to an 18-hour-a-day basis.

WHFC, Cicero, Ill., opened its own auditorium studio seating 500 people, on Sunday, March 27, the first time it had admitted guests to programs.

RADIO AND SCHOOLS

DIVERSITY of educational programs have started on various stations. WHAM, Rochester, N. Y., and CBL, Toronto, Can., are alternating broadcasts of *Translake Study Group* a Wednesday series of round-table discussions on current topics by high school students.

KLX, Oakland, Cal., is airing a series called *Schools of Today* in cooperation with an educational fraternity of Stanford U. Each week three teachers discuss the wide variety of activities being undertaken in modern schools.

WOR, Newark, on April 2 will start a series of eight weekly programs by New Jersey high school dramatic groups under auspices of Newark U.

WEVD, New York, has started a weekly series of talks on city administration called *The Next Four Years*.

KMO, Tacoma, Wash., recently featured the journalism class of the local Lincoln high school in a day's newcasts collected, edited and presented by the students. Fifteen students covered the regular assignments and the school's newspaper was featured in a special newscast.

AVIATION series has started on KLZ, Denver, called *Wings Over America*. The Friday night program is built around the adventures of veteran pilot Jack Knight and features awards for youngsters who excel at model craft construction.

BETTER RESULTS *with* LEHIGH VERTICAL RADIATORS

Lehigh welcomes inquiries concerning your antenna problems.

Illustrated: 242 ft. insulated Lehigh Vertical Radiator at WKAQ, San Juan, P. R., built to withstand 200 mile indicated wind velocity.

LEHIGH STRUCTURAL STEEL CO.
17 BATTERY PLACE, NEW YORK, N. Y.

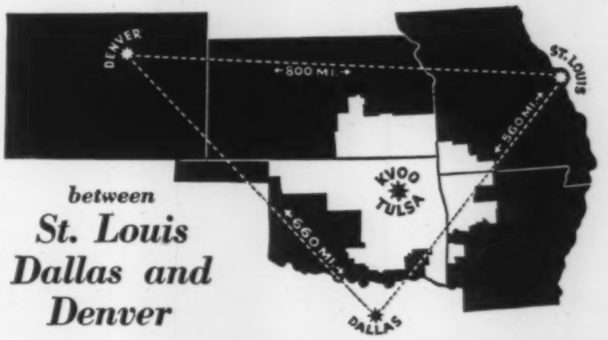
PROFESSOR WHIZ!

"THAT IS ABSOLUTELY CORRECT MR ADVERTISER" WBNX IS A COINED WORD IN ANY LANGUAGE - MEANING RESULTS.

WBNX NEW YORK 1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language

THE MOST POWERFUL STATION



between St. Louis Dallas and Denver

Covers the Heart of the Triangle

25,000 WATTS

NATIONALLY CLEARED CHANNEL

COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO

"THE VOICE OF OKLAHOMA"—TULSA

NAB Names Ethridge

(*Continued from Page 12*)

been even more meteoric than his ascendency in the journalistic field. His acquaintanceship among persons in public life is wide by virtue of the numerous executive posts he has held in the editorial field in Washington and in the South. He ranks high in the American Newspaper Publishers Association and commands the respect of perhaps as wide a circle of friends and acquaintances as any man in broadcasting.

The 42-year-old Southerner, although mild of manner, is a ball of fire when it comes to energy, persuasion and follow-through. A top-flight reporter before he went into the business side of journalism, he has been the executive head of such newspapers as the *Macon Telegraph*, *Richmond Times-Dispatch*, and the Louisville papers. His first intimate contact with radio came just two years ago—in April, 1936—when he became general manager of the Louisville organization, including WHAS.

Directed Negotiations In IRNA-AFM Fight

It was only last summer, however, that he found himself injected into the middle of one of those sizzling broadcasting controversies—the AFM situation. The first time he got up on his feet before the IRNA group in New York to make a few observations, he found himself figuratively lifted bodily from the audience and placed on the rostrum. He directed IRNA during its arduous negotiations. When the IRNA handed down the ultimatum of a virile reorganized NAB or a separate permanent IRNA organization, he was the spokesman. He worked closely with such men as Edwin W. Craig, WSM, Nashville; Samuel R. Rosenbaum, WFIL, Philadelphia; Emile Gough, formerly Hearst Radio Inc. executive, and afterward with Phil Loucks, who immediately became his right-hand man.

After adoption of the reorganization plan for the NAB at the epochal NAB convention in Washington Feb. 14, Mr. Ethridge was elected temporary chairman of the NAB. He ran the convention with a rapid-fire pace that resulted in a unanimous vote for the new structure. He found himself still with the gavel when the board of directors unanimously elected him temporary chairman, which made him the acting operating head of the NAB. Throughout this siege Mr. Loucks was his constant advisor and assistant.

Under the new transition structure, Mr. Loucks will continue to serve as special counsel — which post he has held since the NAB reorganization at the February convention when James W. Baldwin, managing director, stepped out of office. Since the preceding October, when an emergency convention was held in New York either to remold the NAB or permit it to die, he had been counsel of the reorganization committee which comprised Messrs. Ethridge, as ex-officio member, Walter J. Damm, John Shepard 3d, Edward A. Allen, Edwin W. Craig and Ed Craney, KGIR, Butte. He was managing director of the NAB from 1930 when it was largely a paper organization until 1935 when he voluntarily retired to reenter the practice of radio law. He had built the organization to a going concern with a membership of 400 and with a policy and a platform. He commanded a respectable following in the industry which spontaneously arose to urge his return to the NAB fold when things began to slip. He refused to relinquish his law practice but because of his intense interest in industry activity, he finally agreed to act in an interim capacity.

Mr. Ethridge plans to spend at least two days each week in Washington from now until he is relieved of his duties. Mr. Loucks will divide his time between the NAB and his own law offices in the National Press Bldg. Immediate steps will be taken to align a staff of specialists along with necessary clerical and administrative help. There are perhaps a dozen applications for each of the six specialized positions, such as legal, labor relations, public relations, engineering and research, and as many for the post of secretary-treasurer, which is the administrative position and second-in-command when the new organization is completed.

Attending the all-day board meeting March 30 were all of the directors except Mr. Craig, who was prevented from being present because of the serious illness of his father, president of the National Life & Accident Insurance Co., and C. W. Myers, KOIN-KALE, Portland, who was delayed by grounding of his plane. Present were Messrs. Ethridge; John Shepard 3d, Yankee Network; Harry C. Wilder, WSYR; Clair McCollough, WDEL; John A. Kennedy, WCHS; W. W. Tison, WFLA; John E. Fetzer, WKZO; W. J. Damm, WTMJ; John J. Gillin, WOW; Earl H. Gammons, WCCO; Herb Hollister, KANS; O. L. Taylor, KGNC; Gene O'Fallon, KFEL; Ralph R. Brunton, KJBS; Donald W. Thornburgh, CBS vice-president, KNX; Harold Hough, WBAP; Lambdin Kay, WSB; Frank M. Russell, WRC; Elliott Roosevelt, Hearst Radio; John Elmer, WCBM, and Edward A. Allen, WLVA.

NAB LEGAL CHIEF

MR. LOUCKS

Mark F. Ethridge

Mark Foster Ethridge was born in Meridian, Miss., April 22, 1896. Early education in public schools and University of Mississippi. One year of law at Mercer University. Began newspaper career while attending State University, later joining staff of *Meridian Star* upon graduation. Joined staff Columbus, Ga. *Enquirer Sun* and later *Macon Telegraph* covering 1915-1917. Enlisted in Navy at outbreak of war, taking officers course at Annapolis. Mustered out in 1919 as ensign.

Rejoined the *Macon Telegraph* as city editor following war and three years later became assistant news manager Consolidated Press, Washington, thence to New York for two years on the staff of *New York Sun*. Returning to Georgia, became managing and associate editor *Macon Telegraph* until 1933.

Went to Europe on fellowship from Oberlaender Trust for six months study of political and economic conditions in Europe. Joined Washington bureau of Associated Press as special writer, later becoming assistant general manager of *Washington Post*. In December, 1934, became general manager of *Richmond Times-Dispatch* and five months later publisher.

In April, 1936, became general manager of *Louisville Courier-Journal & Times* and took over general supervision of WHAS. Resides at Prospect, Ky., suburb of Louisville. Mrs. Ethridge, who writes under pen name Willy Snow Ethridge, is author of the popular book *As I Live and Breathe*. There are two daughters and a son. His fraternities are Sigma Alpha Epsilon and Sigma Delta Chi. Member Pendennis, River Valley, Conservation, Quindecin Clubs. Hobbies, horseback riding and golf. Kentucky chairman Farm Security Administration and Louisville Community Chest.

Philip G. Loucks

Philip Geiselman Loucks was born in Jacobus, Pa., Aug. 8, 1899 of a pioneer Pennsylvania Dutch family. He was graduated from York (Pa.) High School in 1917, going from there to the York Collegiate Institute. He entered Dickinson College in 1919 and while there captained both basketball and track teams. Working his way through college, he was variously employed as a director of municipal sports, railroad clerk, water company hand, landscape gardner, trucker and a moulder of false teeth in a large factory. But his most interesting jobs were as reporter, sports editor and news editor of various newspapers in southeastern Pennsylvania.

While working for his law degree at Georgetown University, in Washington, he was on the staff of United Press and the General Press Association. He graduated from law school in 1925, was admitted to the District bar in 1926 and was appointed managing director of the NAB at the Cleveland convention of 1930. In 1925, he married his high school classmate, Marguerite Livingstone. He is a member of the National Press Club, the American Bar Association, Delta Chi fraternity, Tramerick Club and Congressional Country Club. His hobbies are radio and sports.

McNinch Confers

FOLLOWING through on a promise made at the NAB Convention in Washington in February, Chairman Frank R. McNinch of the FCC conferred with the NAB Board of Directors at its special epochal meeting at the Willard Hotel March 30. General industry matters, notably those pertaining to the so-called chain-monopoly investigation, were discussed at a luncheon session.

Locke Drops Suits

THREE suits filed by Charles O. Locke, script writer, against Floyd Gibbons, Colgate - Palmolive - Peet and Benton & Bowles were discontinued March 29. At the last hearing Feb. 21 (BROADCASTING, March 1), defendants won appeals to dismiss complaints but Locke was granted the right to file amended complaints within 20 days which he failed to do. Formal releases were negotiated.

Royal Lace Tests

ROYAL Lace Paper Works, Brooklyn, has started tests of participation programs on a dozen stations in the Northeast and Midwest for its shelf paper and continues five-minute transcriptions on about 15 stations for doiles. Agency is Lawrence C. Gumbinner, New York.

JOHN ROYAL, NBC vice-president, left March 31 for a six-weeks European vacation. He will visit London, Paris and Palestine, returning via South America.

NAB Board Names Committee To Handle Industry Problems

Legislative, Engineering, Accounting, Research And Educational Groups Are Appointed

PLUNGING into its work of establishing an aggressive trade association under the new leadership of Mark Ethridge, elected president March 30, the NAB board of directors named seven committees, with instructions to proceed immediately on specified projects.

A legislative committee, composed of John Kennedy, WBLK, Clarksburg, W. Va.; Edwin W. Craig, WSM, Nashville; Luther Hill, KSO, Des Moines; William Dolph, WOL, Washington; E. B. Craney, KGIR, Butte, Mont.; Frank M. Russell, NBC Washington vice-president; Harry Butcher, CBS Washington vice-president; Theodore C. Streibert, MBS vice-president, and John Elmer, WCBM, Baltimore, was instructed to make a study of pending legislation as it affects the industry and propose policies for consideration of the board.

An engineering committee of John V. L. Hogan, WQXR, New York; John Fetzer, WKZO, Kalamazoo; Jack DeWitt, WSM, Nashville; John Schilling, WHB, Kansas City; Jack Poppele, WOR, New York; Paul Loyet, WHO, Des Moines, Ia.; Bill Edgerton, KTSA, San Antonio; O. B. Hanson, NBC, New York; E. K. Cohan, CBS, New York; Carl Meyers, WGN, Chicago; Albert E. Heiser, WLVA, Lynchburg; William H. West, WTMV, East St. Louis; Porter Houston, WCBM, Baltimore; Paul de Mars, WNAC, Boston, and Herbert Hollister, KANS, Wichita, was instructed to survey the engineering phases of all types of stations and propose a permanent set-up for meeting the informational needs of the industry as a whole.

An accounting committee, headed by H. C. Wilder, WSYR, Syracuse, is composed of E. M. Stoers, Hearst Radio Inc., New York; Frank White, CBS, New York; Mark Woods, NBC, New York; Ted Hill, WORC, Worcester; L. A. Benson, WIL, St. Louis; and Harold Wheelahan, WSMB, New Orleans. This committee was instructed, in behalf of the industry, to make a study of accounting proposals and report to the Board.

Research Committee

The Association's representatives on the Joint Committee on Radio Research, composed of committees of the American Association of Advertising Agencies and the Association of National Advertisers, will be Arthur B. Church, KMBC, Kansas City; H. K. Boice, CBS sales vice-president; Roy C. Witmer, NBC sales vice-president; J. O. Maland, WHO, Des Moines, and Mr. Loucks. The Joint Committee during the past three years has been studying standardization of station coverage methods.

The board appointed Mr. Loucks, John F. Royal, NBC program vice-president, New York, and Fred Willis, assistant to CBS President W. S. Paley, to be its representatives on the Federal Radio Education Committee, created by the FCC to study the problem of educational broadcasting.

A committee consisting of Mr. Elmer, John Gillin, WOW, Omaha, and Harold Hough, WBAP, Fort Worth, was appointed to consider the report of the NAB Bureau of Copyrights and report to the Board within 30 days.

A committee consisting of Mr. Gillin; Gene O'Fallon, KFEL, Denver, and Earl Gammons, WCCO, Minneapolis, was appointed to study the question of associate memberships 30 days hence and report to the board.

How British Listen

A MASS switching off of radio sets occurs between 10 and 10:30 p. m. in Great Britain, according to a questionnaire survey conducted by the BBC. Nearly half of the 9:30 p. m. listeners were found to have switched off by 10:30, only a quarter remained at 11 and 3% between 11:30 and midnight. Saturday night audiences remain at their sets until a later hour, however, this being particularly true in the case of the working class. Nearly 80% of listeners stay to 10:30, and one in six are still listening between 11:30 and midnight.

NO CRIMINAL—Is Sam L. Levitan, special events director of KDAL, Duluth, Minn., the first local non-crook to be fingerprinted in a campaign by the Junior Chamber of Commerce for civilian fingerprinting. Taking his prints (right center) is John O. Simon, director of Duluth's identification bureau. At the controls is R. A. Dettman, KDAL chief engineer.

THE 1938 convention of the Institute of Radio Engineers will be held at the Pennsylvania Hotel, New York, June 16-18. The original dates were set for June 20-22 but were changed because of an over-lap with another meeting previously scheduled. The annual joint meeting of the IRE and the American Section of the International Scientific Radio Union will be held in Washington April 29-30.

A DEPARTMENT STORE'S HOUR

Every Day, Frederick & Nelson Addresses Seattle Women, With Excellent Sales Results

TYPICAL of the results of *Concert Hour*, daily program on KRSC, Seattle, sponsored by Frederick & Nelson department store (western branch of Marshall Field Co.) since July 1, 1932, is that one daily announcement for one week doubled the store's sales of frozen foods. Designed for women listeners, the program is confined to classical music and is broadcast from 9 to 10 a. m. One day each week is request day. The Sunday program is uninterrupted by commercial announcements.

The method of presentation is dignified and John Heverly, KRSC announcer in charge, headlines the program with five minutes of Transradio news. Women announcers are used for announcements with a purely feminine appeal, such as fashion notes and beauty shop instructions. The program carries considerable institutional advertising emphasizing the store's service and giving news of auditorium events which include art exhibits, lectures and safe driving classes.

BOOTH—In the store of Frederick & Nelson, Seattle, from which news is broadcast during the morning program of the department store. Teletype news is draped in front of the booth.

On the half-hour there are five minutes of news flashes of special interest to women, news of women who are in the world's headlines. Prominent authors, movie stars, fashion experts and designers are interviewed when they visit Seattle.

The commercial copy is slanted to tell the story behind the merchandise, to impress listeners with the quality of specific items. Mr. Heverly maintains close contact each day with the departments of the store covered by his announcements, checks results and originates new angles of commercial approach. Sales people are kept informed of all announcements that apply to their merchandise so that misunderstandings with listener-customers may be avoided.

In addition to its daily concert hour, Frederick & Nelson uses radio for special sales. During the month before Christmas the store sponsors a transcribed serial titled *The Cinnamon Bear* on two Seattle stations, one station broadcasting the program at 5:45 p. m., the other at 7:30 p. m. Commercial promotion for these programs covers all departments of the store. The home appliance department sponsors five-minute news programs four times daily on KRSC with commendable sales results reported for radios, washers, ironers and refrigerators.

TRAINING SCHOOL

To Develop Student Salesmen Started by WIP

A TRAINING school for student salesmen has been started by WIP, Philadelphia. Senior students chosen from colleges around Philadelphia will be conducted through an eight-week course in every phase of radio in which a salesman might need training. They will spend three hours each day at WIP receiving instruction from directors of the station's various departments and at the conclusion of the course will join the WIP sales staff.

Paul Kane, senior of Villanova College, is the first student to be signed for the course. He will receive instruction in the following departments: Program, under James Allan; production, Edward Wallis; publicity, Murray Arnold; engineering, Clifford Harris; sales, Edward A. Davies.

Show Incorporated

PROGRAM titled *Grounds For Divorce* has been incorporated by Patricia Ann Manners and Al Shelbel, co-authors, prior to being broadcast. The show, which presents actual cases of married couples who are contemplating divorce but who have not yet been divorced, is under option to U. S. Advertising Corp., Chicago agency. Miss Manners is suing her former husband, James Waters Jr., for an accounting of funds received by them for writing *The Court of Missing Heirs*.

Black Urges Cohesion

A CLOSER relationship between those who plan commercial broadcasts and the artists who carry out the plans was urged by John Black, merchandising specialist and radio commentator, speaking before the Advertising Club of New York on March 25. Mr. Black, whose subject was "Reaching the Radio Audience", said: "I feel increasingly that radio and the product, the manufacturer and the distributor, are too far apart. There is a serious lack of cohesion in planning a radio sales drive to get its fullest efficiency. Put the industry more fully into the broadcast. Put the drama of the factory, the hum of the machinery, the human appeal of the workers, into the broadcast."

Stuhler Plans

WILLIAM R. STUHLER, radio director of Young & Rubicam, New York, for the last five years, will become head of radio talent sales for A. & S. Lyons, New York, artist management bureau, if present negotiations are completed.

Longest Contract

CONTRACT for 99 years has been signed with WOR, Newark, by John G. Paton Co., New York, for its Golden Blossom Honey participant in the *Alfred McCann Food Hour*. Sponsor is so confident in the program's selling ability that it has signed what is believed to be the longest commercial contract in radio, says Mutual.

Program Citations Bring Resentment

Stations Protest FCC Delay in Nuisance Complaints

GROWING resentment against the newly-adopted FCC plan of giving stations temporary extensions of licenses upon slightest complaint provocation is developing in broadcasting ranks and among the Washington legal fraternity.

Having recently adopted the practice of notifying stations of all such complaints, as reported in the March 15 BROADCASTING, the FCC now has altered that policy to the extent of notifying attorneys upon inquiry as to the nature of the action. It is automatically extending station licenses for one, two or three-month periods, upon receipt of complaints and before investigation, with the result that stations immediately are stigmatized and competitors embark upon campaigns for their business. The practice, it is understood, was instituted at the behest of FCC Chairman McNinch, pending determination of definite policy.

A committee comprising Chairman McNinch and Commissioners Sykes and Payne had been named March 9 to study the whole matter of complaints and determine what future course should be followed. The committee is expected to report within a fortnight, it was asserted.

Amounts to Intimidation

The effect of the current procedure, it was declared, is to intimidate stations and actually results in a degree of censorship. Complaints, for example, from certain CIO affiliate unions have been received by the Commission in increasing numbers after which the Commission has advised the complainants that the matter will be looked into in connection with renewal of license of the particular stations. Unions have used such letters with telling effect, it is reported.

The view is advanced that the FCC should not give consideration to complaints unless they are bona fide and meet prescribed standards as required in cases involving public utility carriers under FCC jurisdiction. Thus, unverified complaints and purely program citations which have not been investigated would not be given undue weight and stations would not be penalized until actual proof was at hand that they were not operating in the public interest.

A checkup March 30 disclosed that altogether 39 stations are operating under temporary extensions by virtue of complaints of one character or another, more than half of which were understood to be in the nature of program complaints from individuals.

Test for Farina

QUAKER OATS Co., Chicago (Farina), started a quarter-hour test show on WBBM, Chicago, interviewing women in grocery stores via WBBM's mobile transmitter in the afternoon and then playing the transcribed interviews over the station, Wednesday, Friday and Saturday, 6:45-7 p. m. Benton & Bowles, Chicago, is agency.

Clark for NEA Service

"Oh, come in. I'm just listening to my favorite program. Ted's sitting out in the car listening to his."

General Mills on Coast

WESTCO ADV. Agency, San Francisco, agency for General Mills on the West Coast signed with NBC March 30 to broadcast all Pacific Coast League games played in Seals stadium on KGO, calling for an estimated expenditure of $40,000. The contract permits KGO, Blue outlet, to cut in with regular sponsored shows when necessary, a summary to be given when the game is resumed on the air.

Levy Eyes Transradio

DENYING reports that Transradio Press Service may be purchased by a national network, Herbert Moore, president, said March 30 that "Transradio is not for sale at any price". Mr. Moore added that Isaac D. Levy, co-owner of WCAU and large stockholder in CBS, has offered to buy a small block of Transradio stock if it can be obtained and that Transradio will be glad to accommodate Mr. Levy's group, if possible. Adding that this transaction will not affect the control as Transradio controlling stock is held by Mr. Moore and two associates who founded Transradio in March, 1934.

Secular Commentator

LONGINES - WITTNAUER Co., New York (watches), will sponsor Dr. Preston Bradley, Chicago clergyman, in a half-hour current events commentary program in which Dr. Bradley will discuss only secular topics. Starting April 3 Dr. Preston will broadcast every Sunday, 1-1:30 p. m. (CT). Arthur Rosenberg, N. Y., is agency.

Coast Group in Doubt

WHETHER the Northern California Broadcasting Association, which includes stations in Nevada and Hawaii, will be dissolved, rests with the decision to be made by a special committee appointed by Ralph R. Brunton, director of the 15th NAB district, and managing director of KJBS, San Francisco, and KQW, San Jose. The following committee was appointed by Brunton after reporting to the representatives of 31 stations, on the proposed changes in the radio industry as suggested at the last NAB convention in Washington—Phil Lasky, KSFO; Art Westlund, KRE; Clarence B. Juneau, KYA and Jack Bennett, KHUB.

Repeal of Set Tax Is Sought by RMA

Relief Plea to Be Carefully Studied, Says Harrison

THE CAMPAIGN to repeal or reduce the 5% radio excise tax on receiving set sales was renewed by the Radio Manufacturers Association at a public hearing March 17 before the Senate Finance Committee. Chairman Harrison (D-Miss.), gave assurance that the relief appeal will be given "most careful and thorough consideration", despite omission from the House bill of action on the tax. Bond Geddes, executive vice-president of RMA, presented the industry's principal case. Others who appeared included President Leslie F. Muter.

In the course of the argument by Mr. Geddes, Chairman Harrison made inquiry regarding proposals to tax broadcasting stations. Opposing such a tax, Mr. Geddes declared it was as unsound in principle as the special tax now in effect on receiving apparatus. He asked first for repeal of the entire tax or a reduction to 2½ or 3% in the rate, depending upon the Government's requirements in the pending legislation.

Status of Television

Senators King of Utah, Bulkley of Ohio and Townsend of Delaware expressed interest in television and facsimile experiments. When it was suggested that television was deliberately delayed, Mr. Geddes cited financing and other engineering problems of great magnitude and the territorial difficulties between television service of Great Britain and the vast continent of this country. Facsimile promises more immediate application, he stated.

Mr. Geddes pointed out that entire repeal of the radio tax would cost the Government this fiscal year about $5,000,000 or possibly $5,250,000 although the Treasury estimated fiscal year receipts of about $6,454,000, excluding $300,000 repealed on phonograph records. The House bill, he pointed out, provided for repeal of nuisance taxes on such items as furs, toothpaste, sporting goods, cameras and lenses, chewing gum, matches and oil processing. He argued that radio, as the largest and greatest agency of communication, should be entirely free of any extra tax burden, similar to the press.

KDYL Radio Playhouse

FIRST step in an extensive building program undertaken by KDYL, Salt Lake City, is the opening April 1 of the KDYL Radio Playhouse, a downtown theater seating 400 which will be used for staging live shows. Nine shows per week will be seen and heard, all sponsored, at the outset and more will be added. The old Masonic Temple has been leased and completely rebuilt into a studio auditorium under the direction of Sidney S. Fox, KDYL president. Under construction and due for completion by June 1 is the new transmitter plant of KDYL, which includes new Western Electric equipment throughout, a 400-foot Blaw-Knox vertical radiator and a $15,000 building.

OTHER FELLOWS' VIEWPOINT

The Silent Critic

EDITOR BROADCASTING:

The writer enjoyed the anonymous article on "Who's Responsible for Radio Programs" in your Feb. 15 issue, and found it constructive and thought-provoking. However, we do not feel that the author put his finger on the real difficulty, which lies with the audience itself.

Genus homo in general is a funny animal, and becomes especially peculiar when welded into a radio audience, which applies to the writer and his family as well as to everyone else, so we may speak freely.

More and more rarely, unless we are bribed to do so, do we take the pains to write or phone a station or a sponsor to express approval of a program; almost as rarely do we do anything about it, except to dial another station, when we disapprove of a program. As a result, the sponsor rarely knows, until he does something definitely wrong, what the audience really thinks about his program.

Once in a great while the public becomes vocal as in the recent Mae West incident. The audience reaction in this instance was not, apparently, against the sponsor or the station or the network, and surely not against Miss West, for her current picture is the most successful she has ever filmed. It was evidently merely the breaking loose of a lot of dammed-up irritation which had been accumulating for months, not against this special program but against the particular type of program in general.

On the other side of the picture, a gratified audience will continue to take a popular program for granted and to sit on its hands week after week and month after month and year after year, doing absolutely nothing to suggest to the sponsor and the station that they are on the right track. Perhaps these good people buy the product, and perhaps they don't. No doubt one reason why they like this program is because it contains a minimum of advertising. This may or may not be to the ultimate advantage of the sponsor.

But let this sponsor finally become discouraged, or decide that he has extracted the last ounce of value from his program and make a switch, and then, like as not, when it is too late, the audience is heard from. Some times I am inclined to feel that there is more negative than constructive thinking these days . . . that we are quicker to toss a brickbat than a bouquet; more ready to register a protest than a commendation.

G. L. PRICE,
Mertens & Price Inc.,
Los Angeles.

IGA to Place Spots

INDEPENDENT Grocers' Alliance of America, Chicago (IGA Grocery Stores), has placed its account with Ruthrauff & Ryan Inc., Chicago. One-minute dramatized announcements were cut in Chicago March 30 and will shortly be placed on about 20 stations.

Examiner Opposes Transfer of WTIC

Shift to Subsidiary Inspires Analysis of Utility Laws

DENIAL of the application of WTIC, Hartford, for voluntary assignment of its license from one subsidiary company to another, was recommended to the FCC March 22 by Examiner P. W. Seward in a report in which he took occasion to analyze the law respecting public utilities and common carriers.

The author of several provocative reports in recent months, Examiner Seward held that the applicant for assignment had not proved financial responsibility. The station is owned by the Travelers Insurance companies, but has been licensed in the name of Travelers Broadcasting Service Corp. The assignment was to Travelers Broadcasting Co., another subsidiary. No actual change in basic ownership was involved.

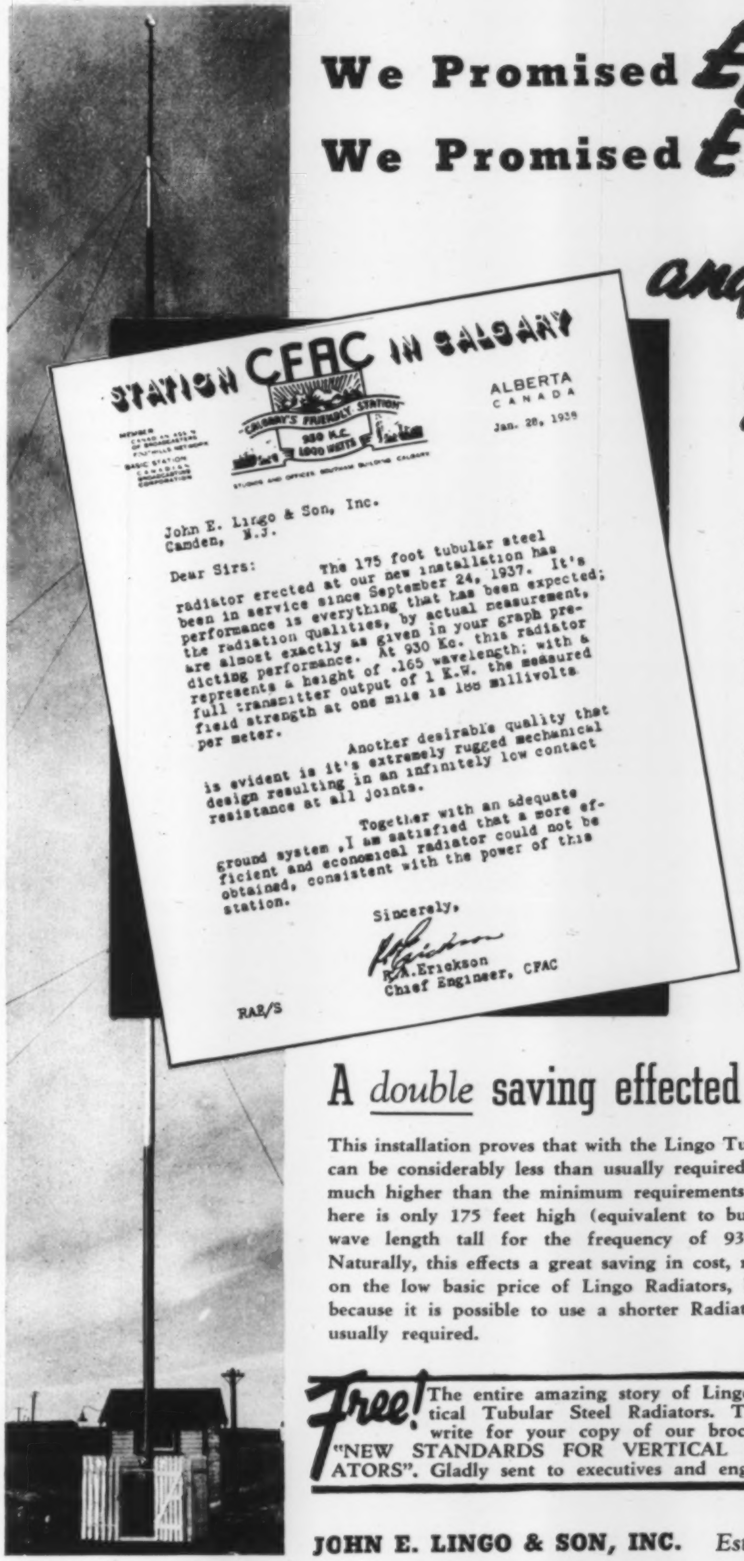
Seven Years of Losses

In a lengthy dissertation on the profit and loss statement of the station, the examiner brought out that it had lost a total of nearly $2,000,000 over a seven-year period up to 1936 but that for the first nine months of 1937 it showed actual net profits of more than $115,000.

"The record is not clear just how the operation of station WTIC and its associated short-wave stations could have resulted in these enormous losses, or why the stations were kept on the air, unless it was on the theory that the parent company, having originally established the station to advertise its business, considered that the continued operation would be worth as an advertising medium any losses sustained. The parent company and the assignor had at all times a ready means at hand to put a stop to these enormous losses if the parent company considered it was not getting value received in advertising its insurance business. The stations could have been silenced and the licenses relinquished to the issuing authority."

By way of legal analysis, the examiner delved into the public utility issue although, so far as known, it was not raised in any manner in the hearing. He referred to the General Electric case in which the Supreme Court held that broadcasting stations were a "peculiar public utility". Then he said there seemed to be no doubt that a station with respect to its service to the listening public is a "public utility", declaring that this had never been challenged. But he added there is a pronounced difference between a public utility and a "common carrier". "There seems to be no doubt that all common carriers are public utilities, but the reverse is not true. There is a special declaration in the Act that the licensee of a radio broadcast station is not a 'common carrier', but nowhere in the Act is it declared or implied that a radio broadcast station is not a public utility."

Exceptions to the report will be filed on behalf of WTIC, with oral arguments requested, it is understood.



STATION CFAC IN CALGARY

"CALGARY'S FRIENDLY STATION"

930 K.C.

1000 WATTS

ALBERTA
CANADA

Jan. 28, 1938

John E. Lingo & Son, Inc.
Camden, N.J.

Dear Sirs: The 175 foot tubular steel radiator erected at our new installation has been in service since September 24, 1937. It's performance is everything that has been expected; the radiation qualities, by actual measurement, are almost exactly as given in your graph predicting performance. At 930 Kc. this radiator represents a height of .165 wavelength; with a full transmitter output of 1 K.W. the measured field strength at one mile is 188 millivolts per meter.

Another desirable quality that is evident is it's extremely rugged mechanical design resulting in an infinitely low contact resistance at all joints.

Together with an adequate ground system, I am satisfied that a more efficient and economical radiator could not be obtained, consistent with the power of this station.

Sincerely,

R.A. Erickson
Chief Engineer, CFAC

RAE/S

We Promised *Efficiency*
We Promised *Economy*—
and CFAC *got both!*

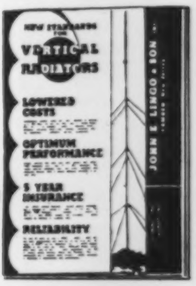
The increased efficiency and the lowered costs that Lingo *promises* are *once again* PROVEN FACTS . . . based on the excellent performance of the Lingo Tubular Steel Radiator recently installed at station CFAC, Calgary, Alberta.

R. A. Erickson, chief engineer writes, *"I am satisfied that a more efficient and economical radiator could not be obtained"*. Mr. Erickson is one of several progressive engineers who have told this same story . . . a new realization of peak performance. It's a story of lowered costs and new standards that will interest YOU, *too!*

A *double* saving effected by lower height

This installation proves that with the Lingo Tubular Steel Radiator the height can be considerably less than usually required and that the field strength is much higher than the minimum requirements. The CFAC radiator pictured here is only 175 feet high (equivalent to but 1/6th wave length tall for the frequency of 930 KC). Naturally, this effects a great saving in cost, not only on the low basic price of Lingo Radiators, but also because it is possible to use a shorter Radiator than usually required.

Free! The entire amazing story of Lingo Vertical Tubular Steel Radiators. Today—write for your copy of our brochure—"NEW STANDARDS FOR VERTICAL RADIATORS". Gladly sent to executives and engineers.



JOHN E. LINGO & SON, INC. *Est. 1897* **CAMDEN, N. J.**

LINGO VERTICAL TUBULAR STEEL RADIATORS

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

MARCH 12 TO MARCH 30, INCLUSIVE

Decisions . . .

MARCH 14

MISCELLANEOUS—NEW, King Trendle Brdcstg. Corp., Pontiac, Mich., granted auth. take depositions; NEW, Pontiac Brdcstg. Co., Pontiac, Mich., granted pet. continue hearing; NEW, McComb Brdcstg. Corp., McComb, Miss.—Granted auth. take depositions; NEW, Rock Hill Brdcstg. Co., Rock Hill, S. C., granted pet. intervene applic. of P. W. Spencer; NEW, Allen B. Dumont Lab., Upper Montclair, N. J., granted pet. accept answer in applic. of General Electric Co. for new television station; NEW, General Electric Co., Albany, granted pet. consolidate hearing applic. television stations.

ORAL ARGUMENTS GRANTED — Pacific Radio Corp., Grants Pass., Ore.; Voice of Detroit Inc., Detroit; Cadillac Brdcstg. Corp., Detroit; WWPO Inc., Pittsburgh; Times Printing Co., Chattanooga, Tenn.; Martin R. O'Brien, Aurora, Ill., all 4-21-38.

MARCH 15

MISCELLANEOUS — KPRC, Houston, granted extension temp. auth. 5 kw N; WBRK, Pittsfield, granted license for CP new station 1310 kc, 100 w N, 250 w D, unl.; WBCM, Bay City, Mich., granted license for CP, new trans.; KFEQ, St. Joseph, Mo., granted license for CP change trans. site, vertical radiator; WSPA, Spartanburg, S. C., granted CP new radiator, equip.; WCOA, Pensacola, Fla., granted license for CP change trans. site, vertical radiator, change equip., increase day to 1 kw.

MARCH 16

WFOY, St. Augustine, Fla. — Granted petition accept amended applic. for CP 1430 kc. in lieu of 590 kc.

SET FOR HEARING—WNBZ, Saranac Lake, renewal applic.; KFJM, Grand Forks, N. D., mod. license N to 1 kw; WSFA, Montgomery, Ala., same; NEW, Inland Empire Bcstg. Co., Pasco, Wash., CP 1310 kc 100 w unl.; NEW, Greenville Bcstg. Co., Greenville, N. C., CP 1500 kc 250 w D; NEW, Nathan Frank, New Bern, N. C., CP 1500 kc 100 w unl.

MISCELLANEOUS — NEW, United Theatres, San Juan, P. R., set for hearing de novo, dismissed opposition of Juan Piza; WBAA, W. Lafayette, Ind., denied further hearing applic. WGRC; WTNJ, Trenton, granted renewal, CP new trans., antenna; WCBA, WSAN, Alletown, granted renewal on condition contract for transfer be cancelled; KDB, Santa Barbara, Cal., denied petition re qualification of licensee in applic. invol. transfer of control.

MARCH 17

MISCELLANEOUS — NEW, WWPO Inc., Pittsburgh, granted permission file brief, dismissed opposition WJAS, KQV, WDEL; KROY, Sacramento, denied reopening record applic. enlarge facilities; KOBH, Rapid City, S. D., denied applic. take further testimony; WHBF, Rock Island, Ill., granted 30-day continuance hearing; WFBM, Indianapolis, granted petition intervene applic. WBAA to move to Indianapolis; WHBL, Sheboygan, Wis., denied continuance hearing applic. increase power; WCAO, Baltimore, granted extension temp. auth. use 1 kw N; Tribune Co., Tampa, Fla., granted continuance oral argument Ex. Rep. I-538, to 4-24-38.

MARCH 19

MISCELLANEOUS—NEW, Young Peoples Assn. for Prop. of Gospel, Philadelphia, granted request oral argument 4-28-38; NEW, Fla. West Coast Brdcstg. Co., Clearwater, granted waiver Rule 104.6b and accepted appearance; WJAX, Jacksonville, Fla., granted acceptance answer in WTAD applic.; WAAW, Omaha, granted pet. intervene hearing on applic. Gt. Western Brdcstg. Co., Omaha.

MARCH 22

MISCELLANEOUS — WGL, Ft. Wayne, granted license for CP increase D to 250 w; WTOL, Toledo, granted license for CP new station; WOMI, Owensboro, Ky., granted license for CP new station; WGVA, Indianapolis, granted mod. CP re antenna, trans.; NEW, George B. Storer, Pontiac, Mich., granted pet. intervene applic. King-Trendle Brdcstg. Corp.; WSUN, St. Petersburg, Fla., granted pet. intervene applic. Fla. West Coast Brdcstg. Co.

MARCH 23

MISCELLANEOUS — WKZO, Kalamazoo, action of 2-9-38 held in abeyance pending court decision; WBOW, Terre Haute, denied rehearing; WISN, Milwaukee, denied reopening applic.; KFUO, Clayton, Mo., denied rehearing and postponement effective date applic. KSD for mod. license etc., and applic. of KFUO for renewal; NEW, Richard M. Casto, Johnson City, Tenn., denied reopening hearing Ex. Rep. I-387, denied postponement oral argument; NEW, Warren B. Worcester, San Diego, denied CP 1,400 kc 250 w 1 kw D unl.; NEW, W. H. Kindig, Hollywood, denied applic. CP 710 kc 500 w ltd. as in default.

MARCH 24

MISCELLANEOUS — WPEN, Philadelphia, granted extension temp. auth. increase to 1 kw to counteract interference, also unl. time in April if WRAX is silent.

MARCH 25

MISCELLANEOUS — WFIL, Philadelphia,, extension temp. auth. 1 kw N; NEW, Chester Howard, Clarence Berger, Wallade, Id., granted continuance hearing applic. CP, and auth. take depositions.

APPLICATIONS WITHDRAWN (request of applicants)—WBAA, Purdue, U., W. Lafayette, Ind., CP move to Indianapolis etc.; WGR, Buffalo, CP adjust trans.; KWNO, Winona, Minn., vol. assign. CP to Winona Radio Service; KLAH, Carlsbad, N. M., vol. assign. license to Jack W. Hawkins and Barney H. Hubbs.

MARCH 26

MISCELLANEOUS—WMBQ, Brooklyn, granted extension temp. auth. Joseph Husid, Receiver, to operate station; NEW, Cumberland Bcstg. Co., Fayetteville, N. C., Citizens Bcstg. Corp., Schenectady, NEW, Thomas J. Watson, Endicott, N. Y., NEW, Hampden-Hampshire Corp., Holyoke, Mass., KMLB, Monroe, La., all granted request for oral argument 4-28-38; WJBW, New Orleans, denied continuance hearing of McComb Bcstg. Corp., McComb, Miss.

MARCH 28

MISCELLANEOUS—NEW, C. P. Sudweeks, Spokane, applic. 950 kc 500 w 1 kw LS unl., once set for hearing, withdrawn without prejudice; KFEQ, St. Joseph, Mo., applic. mod. license withdrawn without prejudice; Sellers Inc., Dallas, applic. make transcriptions for Mexican stations denied as in default; KFQD, Anchorage, Alaska, granted continuance renewal hearing 60 days.

MARCH 30

MISCELLANEOUS — KAWM, Gallup, N. M., granted CP vertical radiator, increase D to 250 w; NEW, Cleveland City Bd. of Education, granted CP non-commercial 41500 kc 500 w; WNEW, New York, extension license 2 mo.; WBEO, Marquette, Mich., granted mod. license re hours.

SET FOR HEARING — NEW, F. W. Mayer, Denver, CP 1310 kc 100 w 250 w D unl.; NEW, Kammeraad-Smith Bcstg. Co., Holland, Mich., CP 1200 kc 100 w spec.; WGTM, Wilson, N. C., CP change 1310 to 1420 kc, increase to 100 w 250 w D; KOOS, Marshfield, Ore., mod. license N to 250 w; WMBD, Peoria, Ill., mod. license N to 5 kw; NEW, Citizens Voice & Air Show, Provo, Utah, CP 1210 kc 100 w 250 w unl.; NEW, Eastern Carolina Bcstg. Co., Goldsboro, N. C., CP 1370 kc 100 w unl.

Examiners' Reports . . .

KVOL, Lafayette, La. — Examiner Hill recommended (I-604) that applic. CP 1310 kc, 100 w-250 w LS, unl. be granted, increase D to 250 w be granted.

KLO, Ogden, Utah—Examiner Berry recommended (I-605) that applic. increase 500 w to 1 kw 5 kw LS be granted.

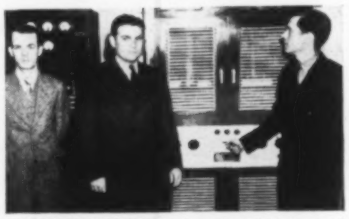
KWOS, Jefferson City, Mo.—Examiner Irwin recommended (I-606) that applic. change 1310 kc., 100 w D to CP 1310 kc., 100 w 250 w LS unl. be granted.

WTBO, Cumberland, Md. — Examiner Hill recommended (I-607) that applic. for transfer of control from Roger W. Clipp and Frank V. Becker to Delaware Channel Corp. be denied.

WFAS, White Plains, N. Y.—Examiner Irwin recommended (I-608) that applic. for experimental auth. 1210 kc, 100 w Simul.-WBRB Sh.-WGNY and WGBB, D; Sh.-WBRB, WGNY, WGBB, N, be granted.

WKAR, East Lansing, Mich.—Examiner Hill recommended (I-609) that applic. CP increase D 1 to 5 kw be granted.

NEW, Sherman V. Coultas, Milton Edge, Hobart Stephenson, Jacksonville, Ill.—Examiner Berry recommended (I-610) that applic. CP 1310 kc 100 w unl. be granted.



MORE POWER—Is the theme of new program series on KVSO, Ardmore, Okla., which recently increased its power to 250 watts day. Engineering staff of KVSO (l to r) Charles M. Dibrell, Bob MacFarland, Chief Engineer Paul W. Ross.

WDZ, Tuscola, Ill.—Examiner Hill recommended (I-611) that applic. increase D to 1 kw be granted.

NEW, Y. W. Scarborough, J. W. Orvin, Charleston, S. C.—Examiner Berry recommended (I-612) that applic. CP 1210 kc 100 w 250 w LS unl. be granted.

WTIC, etc., Hartford—Examiner Seward recommended (I-613) that applic. vol. assign. license to Travelers Brdcstg. Co. be denied.

WILL, Urbana, Ill.—Examiner Seward recommended (I-614) that applic. increase to 5 kw D be granted.

NEW, J. T. GRIFFIN, Ft. Smith, Ark.—Examiner Seward recommended (I-615) that applic. CP 830 kc 1 kw D be dismissed with prejudice.

NEW, Piedmont Bcstg. Corp., Salisbury, N. C.—Examiner Berry recommended (I-616) that applic. CP 1500 kc. 100 w 250 w LS unl. be granted; that applic. Burl Vance Hedrick, 1340 kc 1 kw D, at Salisbury, be denied.

WDNC, Durham, N. C.—Examiner Irwin recommended (I-617) that applic. CP change 1500 kc 100 w unl. to 600 kc 1 kw unl. be denied.

KTSM, El Paso—Examiner Bramhall recommended (I-618) that applic. change 1310 kc 100 w 250 w LS S-WDAH to 1350 kc 500 w unl. be denied.

KSRO, Santa Rosa, Cal.—Examiner Berry recommended (I-619) that applic. change 1310 kc 250 w D to 100 w 250 w D unl. be granted.

Applications . . .

MARCH 12

WQDM, St. Albans, Vt.—Vol. assgn. license Regan and Bostwick to F. Arthur Bostwick.

WIBX, Utica, N. Y.—Mod. license increase D to 250 w.

WJNO, West Palm Beach, Fla. — Mod. license change name to WJNO Inc.

NEW, Rock Hill Brdcstg. Co., Rock Hill, S. C.—CP 1310 kc, 100 w D.

WAAW, Omaha, Neb.—Vol. assign. to Central States Brdcstg. Co.

KGBX, Springfield, Mo. — CP change equip., increase power to 1 kw.

KWTO, Springfield, Mo.—CP directional antenna, change hours to unl. 1 kw N.

KGVO, Missoula, Mont. — CP change equip., increase D to 5 kw.

WOR, Newark—Mod. facsimile to 50 kw.

WHP, Harrisburg—CP new trans., increase to 1 kw 5 kw D and install directional antenna for N.

KWSC, Pullman, Wash.—Mod. license to 5 kw D and N.

MARCH 16

WKBW, Buffalo—CP change to 50 kw, new trans., and directional antenna N.

WHJB, Greensburg, Pa.—CP change D to unl., directional antenna N, move trans.

WMAZ, Macon, Ga.—CP new trans., increase power.

WCOC, Meridian, Miss.—CP move trans., increase power, change equip., antenna.

KTBS, Shreveport, La. — CP change to 620 kc, move trans., install directional antenna, increase D to 5 kw.

MARCH 21

WPG, Atlantic City; WBIL, New York—Mod. licenses re hours; WHDF, Calumet, Mich., same.

WMBC, Detroit—CP change 1420 kc 100 w 250 w D to 600 kc 250 w.

KOMA, Oklahoma City—CP new trans., amended to 50 kw directional.

WFOY, St. Augustine, Fla.—CP change 1210 kc 100 w 250 w D to 590 kc 250 w, amended to 1430 kc.

NEW, W. B. Greenwald, Topeka — CP 1370 kc 100 w 250 w D unl., contingent KCMO grant of 1450 kc.

NEW, Edward Breen, Allen R. Loomis II, Ft. Dodge, Ia.—CP 1500 kc 100 w 250 w D unl., amended to 1370 kc spec.

MARCH 22

NEW, Radio Service Co., Brunswick, Ga.—CP 1420 kc 100 w 250 w D unl.

WBIG, Greensboro, N. C.—CP increase power etc., amended to 5 kw N & D.

WGIL, Galesburg, Ill.—Mod. CP re antenna, trans., studio sites.

MARCH 25

NEW, United Theatres, San Juan, P. R.—CP 570 kc 1 kw unl., amended to 580 kc directional.

WJEJ, Hagerstown, Md.—Mod. license spec. to 100 w unl.

WBNS, Columbus—License for CP.

WKBN, Youngstown—Mod. CP re antenna trans., amended to change hours from unl. to Simul.-N. Synchro.-WOSU D.

NEW, Sumter Radio Bcstg., Sumter, S. C.—CP 1420 kc 250 w D.

KPAC, Port Arthur, Tex.—CP change 1260 kc D to 1220 kc 500 w unl.

WLAK, Lakeland, Fla.—Auth. transfer control to David E. Smiley, Ralph Nicholson, L. S. Mitchell.

KFGQ, Boone, Ia.—License for CP new trans.

KFEQ, St. Joseph, Mo.—Mod. license D to LS.

KFBK, Sacramento, Cal.—License for CP new trans., increase power.

MARCH 26

WRC, Washington—License for CP new trans., antenna, increase power.

WDAS, Philadelphia—Mod. license N to 250 W.

NEW, James F. Hopkins Inc., Ann Arbor, Mich.—CP 1400 kc to 250 w unl.

NEW, Orville W. Lyerla, Herrin, Ill.—CP 1310 kc 100 w 250 w D unl.

KWJJ, Portland, Ore.—Exp. auth. 1040 kc unl. Simul.-KRLD, WTIC, 500 w.

MARCH 30

NEW, Civic Bcstg. Corp., Syracuse—CP 1210 kc 100 w unl.

WHK, Cleveland—Mod. license N 1 to 5 kw, amended to 5 kw N & D.

WCKY, Cincinnati—CP increase 10 to 50 kw.

KDKA, Pittsburgh—CP change equip.

WTOC, Savannah — Mod. CP as mod. new trans., increase power, to change trans. site.

WJJD, Chicago—Mod. license re evening hours.

KXA, Seattle—Mod. CP change equip. etc., to change antenna, trans. and studio sites.

KMED, Medford, Ore.—CP increase 250 w to 1 kw new trans., change 1410 to 1320 kc, amended to omit freq. change.

KSEI, Pocatello, Id.—CP change 900 to 600 kc, 250 w 1 kw D to 1 kw N & D. directional.

JOHNNY, the Call Boy, smallest master of ceremonies in radio, is now also the only master of ceremonies heard on three networks. Continuing on *Johnny Presents* on CBS and NBC, he now also handles introductions on *Johnny Presents — What's Your Name?*, which started on Mutual March 25.

AIRLINE—Radio students of Midland Television Inc., Kansas City, took a flight over the city on the completion of their graduation. Neal Keehn (at mike), special events director of KMBC, that city, was on hand to interview the boys and G. W. Taylor, president of Midland, got a big thump out of the whole thing.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

GENERAL MILLS, Minneapolis (Gold Medal flour), on March 28 started *Get Thin to Music* on 2 Mutual stations, Mon. through Sat., 9:30-9:45 a. m. on WCAE and 10:30-10:45 on WGN. Agency: Blackett-Sample-Hummert, Chicago.

ASSOCIATED Funeral Directors Burial Insurance Co., Waco, Tex., has started *Bel Canto Quartet* on Texas Quality Network for 26 weekly quarter-hours, Sun., 2:20 p. m. thru Aug. 28. Series originates at WFAA, Dallas. Placed direct.

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), on April 3 starts *Col. Stoopnagle* on 13 Yankee Network stations, Sun., 6:45-7 p. m. Agency: J. Walter Thompson Co., N. Y.

LIGGETT & MYERS Tobacco Co., New York, on April 18 starts *Chesterfield Daily Sports Column*, with Paul Douglas, on 50 stations of a split NBC-Red network, Mon. through Sat., 6:30-6:45 p. m. Agency: Newell-Emmett Co., N. Y.

HOUSEHOLD FINANCE Corp., Chicago, on April 6 starts *It Can Be Done* on CBS, Wed., 10:30-11 p. m. Agency: BBDO, Chicago.

McKESSON & ROBBINS, Bridgeport, Conn. (Calox tooth powder), on May 30 starts *Joyce Jordan, Girl Interne* on CBS, Mon. thru Fri., 9:30-9:45 a. m. (EDST) Agency: Brown & Tarcher, N. Y.

LAMBERT PHARMACAL Co., St. Louis (Listerine products), on April 24 starts *Grand Central Station* on CBS, Sun., 10-10:30 p. m. (EDST). Agency: Lambert & Feasley, N. Y.

JOE LOWE Corp., New York, (Popsicles), on May 2 starts *Popeye the Sailor* on CBS, Mon., Wed., Fri., 6:15-6:30 p. m. (EDST). Agency: Blackett-Sample-Hummert, N. Y.

GRIFFIN MFG. Co., Brooklyn (All-Wite shoe polish), on April 19 starts *Time to Shine* on 38 CBS stations, Tues., 10-10:30 p. m. Agency: Bermingham, Castleman & Pierce, N. Y.

PEPSODENT Co., Chicago, on March 21 started *Candid Lady* for 26 weeks on 5 NBC-Pacific Red stations, Mon. thru Fri., 3:15-3:30 p. m. (PST). Agency: Lord and Thomas, Chicago.

KRUEGER BREWING Co., Newark, on March 22 started *Krueger News Reporter* on 8 Yankee stations Tues., Thurs., Sat., 7:30-7:45 p. m. Agency: Young & Rubicam, N. Y.

PHILIP MORRIS & Co., New York (cigarettes), on March 25 started for 13 weeks *Johnny Presents — What's My Name?* on 3 Mutual stations (WOR WGN WLW), Fri., 8-8:30 p. m. Agency: Biow Co., N. Y.

AIRPORT LAND STATION

DYNAMIC MICROPHONE

Rugged. Durable. Chrome stand. Aluminum case, rubber base. 33 ohms. Govt. regulations for freq. response. Withstands 500 v. insulation. Also aircraft and aerohandi microphones.

MICROPHONE DIVISION

UNIVERSAL MICROPHONE CO., LTD.,
424 Warren Lane, Inglewood, Calif., U.S.A.

NATIONAL — Wild Life Restoration Week (March 20-26) was observed by KOIN, Portland, Ore., in more ways than one. KOIN aired a series of announcements and KOIN staff members went hunting. Left to right are Charles Couche, sales manager; C. Roy Hunt, general manager; Clyde Phillips, auditor, and Owen Dunning, staff musician.

SERVEL SALES Inc., New York (Servel, Electrolux refrigerators), on April 7 starts sponsorship of *March of Time* on 35 NBC-Blue stations, Thurs., 8-8:30 p. m. Agency: BBDO, N. Y.

BANK OF AMERICA, San Francisco, on March 27 started *House of Melody* on 10 Mutual-Don Lee stations, 7-7:30 p. m. (PST). Agency: Charles R. Stuart, San Francisco.

TEXAS WEEKLY, edited by Peter Molyneaux, has started a series of lectures on WFAA, Dallas, and Texas Quality Group for 13 weeks. The account was placed direct.

Renewal Accounts

RICHARDSON & ROBBINS, Dover, Del. (boned chicken), on April 18 starts for 52 weeks *The Revelers* on 6 NBC-Blue stations, Mon., Wed., Fri., 6:15-6:25 p. m. Agency: Chas. W. Hoyt Co., N. Y.

S. C. JOHNSON & Co., Racine, Wis. (floor wax), on April 12 renews *Fibber McGee and Molly* on 62 NBC-Red stations, Tues., 9:30-10 p. m. (repeat, now 12-12:30 a. m., on April 26 shifts to 12:30-1 a. m.). Agency: Needham, Louis & Brorby, Chicago.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on May 7 renews for 13 weeks *Your Hit Parade* on 96 CBS stations, Sat., 10-10:45 p. m. Agency: Lord & Thomas, N. Y.

GENERAL FOODS Corp., New York (Grape Nuts), on April 4 renews for 52 weeks *Burns & Allen* on 73 NBC-Red network stations, Mon., 8-8:30 p. m. (repeat 10:30 p. m.). Uses Jan Garber's orchestra starting April 11. Agency: Young & Rubicam. N. Y.

STANDARD BRANDS, New York (Fleischmann's) on April 3 renews for 13 weeks *The Bakers Broadcast* on 64 NBC-Blue stations, Sun., 4:30-5 p. m. (PST). Agency: J. Walter Thompson Co., N. Y.

GALLENKAMP STORES Co., San Francisco (shoes) on March 20 renewed for 52 weeks *Professor Puzzlewit* on 4 NBC-Pacific Red stations Sun., 4-4:30 p. m. Agency: Long Adv. Service, San Francisco.

PEPSODENT Co., Chicago (toothpaste) on March 27 renewed for 13 weeks *Mickey Mouse Theatre of the Air*, on 55 NBC Red stations, Sun., 5:30-6 p. m. Agency: Lord & Thomas, Chicago.

GENERAL FOODS Corp., New York (Maxwell House Coffee) on April 7 renews for 13 weeks *Good News of 1938* on 74 NBC-Red stations, Thurs., 6-7 p. m. (PST). Agency: Benton & Bowles, N. Y.

JOHN H. WOODBURY Co., Cincinnati (cosmetics), on April 3 renewed for 26 weeks *Hollywood Playhouse* on 69 NBC Red and Blue stations, Sun., 9:9:30 p. m. (EST), with repeat. Agency: Lennen & Mitchell, N. Y.

COOPERATING SPONSORS on March 27 renewed for 13 weeks George Jessel's *30 Minutes in Hollywood* on the Mutual network, Sun., 6-6:30 p. m. Agency: Redfield-Johnstone, N. Y.

Network Changes

STANDARD BRANDS on March 31 ended CBC tieup for *Rudy Vallee* program, Thurs., 8-9 p. m.

GENERAL FOODS Corp., New York (Huskies), on April 26 moves Robert L. Ripley's *Believe It or Not* on 57 NBC-Red network stations from Sat., 8-8:30 p. m. to Tues., 10-10:30 p. m.

PHILIP MORRIS & Co., New York, which on March 25 started *What's My Name?* on Mutual, on April 1 will add WNEW, New York.

R. J. REYNOLDS Tobacco Co., Winston-Salem, N. C. (Camels), on March 28 adds 5 stations for *Cantor's Camel Caravan*, previously scheduled for 85 CBS stations; on March 28 adds 5 stations to Benny Goodman program on 87 CBS stations.

GENERAL FOODS Corp., New York (Jell-o) on July 3 replaces *Jack Benny* for 13 weeks with *What Would You Have Done?* on 86 NBC-Red and 50 CBC stations. Agency: Young & Rubicam, N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., (Camel cigarettes), on March 29 shifts Benny Goodman's *Swing School* on Tuesday from 10-10:30 p. m. to 9:30-10 p. m. on CBS.

GENERAL ELECTRIC Co., New York (appliances), on March 14 moved *Hour of Charm* on NBC-Red Mon. from 8:30-9 to 9-9:30 p. m. Agency: Maxon Inc., N. Y.

QUAKER OATS Co., Chicago (Aunt Jemima pancake flour), March 14 reversed the sequence of *Margot of Castlewood* and *Cabin at the Crossroads* on NBC-Blue network, Mon. thru Fri., 10-10:30 a. m.

ROMA WINE Co., San Francisco, on March 13 shifted *A Toast to the Town* from CBS California stations to two Mutual-Don Lee stations (KFRC, KHJ) Fri., 9:15-9:45 p. m. (PST). Agency: James Houlihan, San Francisco.

ALLIS-CHAMBERS MFG. Co., Milwaukee (farm machinery) has added three stations (KRGV, WBOW, WOOD) to *Family Party* on split NBC network.

Wm. WRIGLEY Jr. Co., Chicago, on March 21 replaces *Poetic Melodies* with *Sing & Swing* on CBS, Mon. through Fri., 7-7:15 p. m. (repeat 11-11:15 p. m.) Agency: Frances Hooper Adv. Agency, Chicago.

LAMBERT PHARMACAL Co., St. Louis (Listerine shaving cream), scheduled to start *True Detective Mysteries* on 3 Mutual stations March 22, will start April 5, Tues., 10-10:15 p. m. Agency: Lambert & Feasley, N. Y.

GULF OIL Corp., Pittsburgh, on April 3 moves *Phil Baker* from Hollywood to New York; on 61 CBS stations, Sun., 7:30-8 p. m.

H. J. HEINZ Co., Pittsburgh (57 Varieties), has extended *Heinz Magazine of the Air* two weeks to April 10 on CBS.

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving preparations), on March 28 added CFCF, Montreal, for *True or False*, formerly on 11 Mutual stations, Mon., 10-10:30 p. m.

WRNL Revocation Sought by WMBG

THE UNUSUAL, if not unprecedented request that the FCC revoke the license of a station because of alleged failure to live up to promises in connection with program service was filed with the FCC March 17 in the form of a petition for revocation. The request was filed by counsel for WMBG, Richmond, Va., against WRNL, Richmond station which formerly operated as WPHR in Petersburg, Va.

WMBG counsel, George O. Sutton, Arthur H. Schroeder and James L. Proffitt, held in their petition that WRNL, owned by the *Richmond News-Leader*, had committed itself to a proposed program service in applying for the removal from Petersburg to Richmond. The testimony on the removal, it was claimed, showed that a high type of broadcasting, involving dissemination of educational, historical and civic matter, was assumed as one of the purposes of the station.

The petition recited that the Court of Appeals had used the Biblical term "By their fruits ye shall know them" in referring to the proper method of determining whether a station was operating in the public interest. WRNL, the petition said, has been in operation in Richmond since Nov. 14 of last year and it should be possible to determine whether the station has carried out the proposals made by witnesses at the hearing on the removal.

Together with the petition were submitted records of the broadcasts of the station for a two-week period which began Jan. 26, 1938, and ended March 1, 1938.

"If the Commission shall find that the programs that have been recorded in Exhibit A are not the type and character of programs proposed by the applicant in securing the permit [to move]," said the petition "the Commission has been misled as to that which the applicant has proposed and that which the licensee has done since the order for the removal of the station was issued and the station placed in operation."

"The Crystal Specialists Since 1925"

SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS

Approved by FCC
Two for $75.00

$40 Each

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

Gates Remote Equipment—

"Does a Better Job at a Lower Cost"

GATES RADIO & SUPPLY CO. Quincy, Ill.

Merchandising & Promotion

Business Behavior—California Crow—Mrs. Tucker's Quarters—Pantaloons on Chops—Schmalz

RCA MFG. Co., Camden, for its Victor Record Club, is using a half-hour a week on WJZ, New York, consisting of a Saturday night program of Larry Clinton's music, and six quarter-hours a week on KYW, Philadelphia. Other NBC stations may be added later. The new project was promoted on the *Magic Key* broadcast of March 20, and is the subject of RCA's "Listen", five-page insert in *Life Magazine* on April 4. Local wholesalers and dealers will use spot radio on local stations. A test in Wilmington resulted in one member of the club for each 250 homes, showing that 60% were planning to buy phonograph-radio sets at an average price of $176.

* * *

How to Behave

MUTUAL has issued a 24-page booklet to 3,000 agencies and advertisers called "How to Behave in Business." In addition to listing the 225 sponsors on WOR in 1937, seven pages in the booklet are devoted to entertaining comments on general business hehavior such as, How to Hold a Conference, How to Cut an Appropriation, How to Keep a Stiff Upper Lip. "There are few more pitiable objects than a man up and dressed in the morning ready to behave in business," writes Promotion Director Joseph Creamer in his preface.

* * *

California Crowing

BIG black rooster crows on the cover of a promotion brochure issued by KNX, Los Angeles, to emphasize the mail response to its early morning *Sunrise Salute* which features Fletcher Wiley. A listening area map of the western states indicates the success of the program during a recent campaign by the National Live Stock and Meat Board.

* * *

Barn Dance Totals

MORE than 672,562 listeners have paid $447,747 to see the Saturday night *National Barn Dance* during the six years that it has been broadcast from a Chicago theater on WLS. On March 19, WLS began its seventh consecutive year of broadcasting the *National Barn Dance*.

1913 Quarters

SALES of Mrs. Tucker's Shortening are promoted in an anniversary campaign on WFAA, Dallas, by offers of four pound cartons of the product in exchange for quarters made in 1913, the year the Interstate Cotton Refining Co. started making the shortening. The sponsor has begun its sixth consecutive year of *Smile Program* on WFAA and gift offers of silver anniversary spoons for a dime and a box top are made on the series.

* * *

Pair of Shoes

A PAIR of Peters shoes is offered weekly to the listeners sending in the most interesting "did you know" for the *Peters Surprise Party* series which started March 27 on KPO, San Francisco, and KFI, Los Angeles. The program includes odd and interesting facts discussed by Hal Gibney, announcer, and Leo Cleary, master of ceremonies. Sponsor is International Shoe Co., St. Louis.

* * *

Uncle Don's Trips

TALENT quest for a New York boy and girl is being conducted by *Uncle Don*, heard under participating sponsorship six days weekly on WOR, Newark. The children who win the contest, by singing, dancing or playing musical instruments, will be given a free trip to California.

* * *

Follow Up

FOLLOW-UP promotion piece for its new mobile unit has been issued by WKY, Oklahoma City, in newspaper form. The paper is splashed with pictures of floods and strikes, covered by WKY with its new mobile transmitter.

* * *

Brochure for Spitalny

KDKA, Pittsburgh, has put out a promotion piece reviewing the publicity campaign staged for the advent of Maurice Spitalny as KDKA director of music.

* * *

WIL Plugs

MORE than 20 feature programs on WIL, St. Louis, are plugged during station breaks throughout the day.

NEWS
KYW
THE Esso EXTRA
LAST MINUTE NEWS

SALES STAFF—Of the Standard Oil Co. was surprised at a recent meeting when the news department of KYW, Philadelphia, moved into the hotel auditorium for an *Esso Reporter* newscast. Big news break was a fire that started across the street 15 minutes before the program went on the air. Left to right are Bob Cottingham, assistant news editor; Janet Millman, secretary to J. A. Aull, publicity director; Mr. Aull; Bill Lang, announcer; Clayt Donaldson, engineer, and Leroy Miller, KYW announcer.

Ring Repairs

BENJAMIN IRVING, Long Beach, Cal., (diamonds), which in the past used spot announcements, has started a six-weekly quarter-hour evening news period on KFOX, that city. Contract is for 52 weeks and this is supplemented with a Sunday night quarter-hour commentary program, *The Layman's Views of the News*, which features Alvin Wilder. As merchandising tie-in, sponsor offers to clean and repair diamond rings free of cost. To announce the nightly broadcasts, cards have been placed in all street cars and buses of Long Beach. Agency is Alvin Wilder.

* * *

Mutual Train

TO PROVE that economic facts can be made interesting and to tell the story of a happy sponsor, Mutual has published a small bound book in five colors called "Study in Ups and Downs". It concerns The D. L. & W. Coal Co. and its "blue coal" program on 11 MBS stations, *The Shadow*. Across the pages of the book runs a train full of coal.

* * *

These Three

WHO, Des Moines, has issued a brochure called "City, Town, Farm", analyzing its market under these three divisions and indicating who its listeners are and how they live. The brochure includes a comparison of radio facilities in the market, statistical market data and lists featured WHO programs.

* * *

WTMV Advertises

WTMV, E. St. Louis, has started a series of advertisements in local papers which feature new accounts and give program listings. Oakleigh R. French & Associates, that city, has been named representative of WTMV and monthly meetings with the entire personnel of WTMV are held for discussions of promotion and publicity.

* * *

For Years

PRINTED in green and black is the attractive promotion folder published by WISN, Milwaukee. It shows the historical growth of the station, in sponsors, in coverage, in listener interest. "In Milwaukee This Has Been Going On For Years", the folder says.

* * *

Trousers on Loin

"IT'S the pants on a lamb chop," says the cover of a 24-page brochure sent out by WBT, Charlotte, which goes on to define the "it" as showmanship and to give a number of reasons why WBT can justifiably call itself "the showmanship station of the nation."

* * *

The Word is Schmalz

WKRC, Cincinnati, CBS station under the general managership of John M. McCormick, has issued a brochure, "'Schmalz' IS the word for It." The book describes the station's local acceptance and its appeal to the city's clubwomen.

* * *

Denver Trailers

KLZ, Denver, exhibits movie trailers in 19 local theatres and estimates that 200,000 movie goers view them weekly. Included are seven houses of the Civic Theatre group where institutional copy is shown.

* * *

KTSA Joins Tour

KTSA, San Antonio, gave away daily handbills during the late March Good Will Tour of San Antonio businessmen in South Texas.

FOLLOWING FATHER — Into CBS promotion, five-month-old Stephanie Ratner pays close attention to the photographer who took this picture as well as the one in the Columbia advertisement elsewhere in this issue, for which proud papa Victor Ratner prepared the copy.

For Sick Business

NOVEL promotion piece issued by WRC-WMAL, Washington, is titled "Washington's Home Remedy." Inside the folder is a cardboard pillbox with red and blue pills. Suffering business men are asked to swallow the red tablet for quick relief on WRC, member of NBC Red network, the blue tablets for pep on WMAL, NBC Blue outlet. Prescription is signed by John H. Dodge, B. D. Doctor of Broadcasting.

* * *

WHBF Bowling Tourney

BOWLING tournament sponsored by WHBF, Rock Island, Ill., recently drew 900 entries who competed for cash prizes totaling $1,500. Entry fees and a dance paid for the prizes and local merchants sponsored daily broadcasts during the six-week WHBF bowling tourney on a cooperative basis. WHBF also recently sponsored a local basketball tournament.

* * *

Store Entertains

WMT, Cedar Rapids, Ia., recently handled the promotion program for Killian's Department Store, that city, when it celebrated its silver anniversary. WMT bands and entertainment units were placed throughout the store during the celebration and more than 20,000 persons were in attendance.

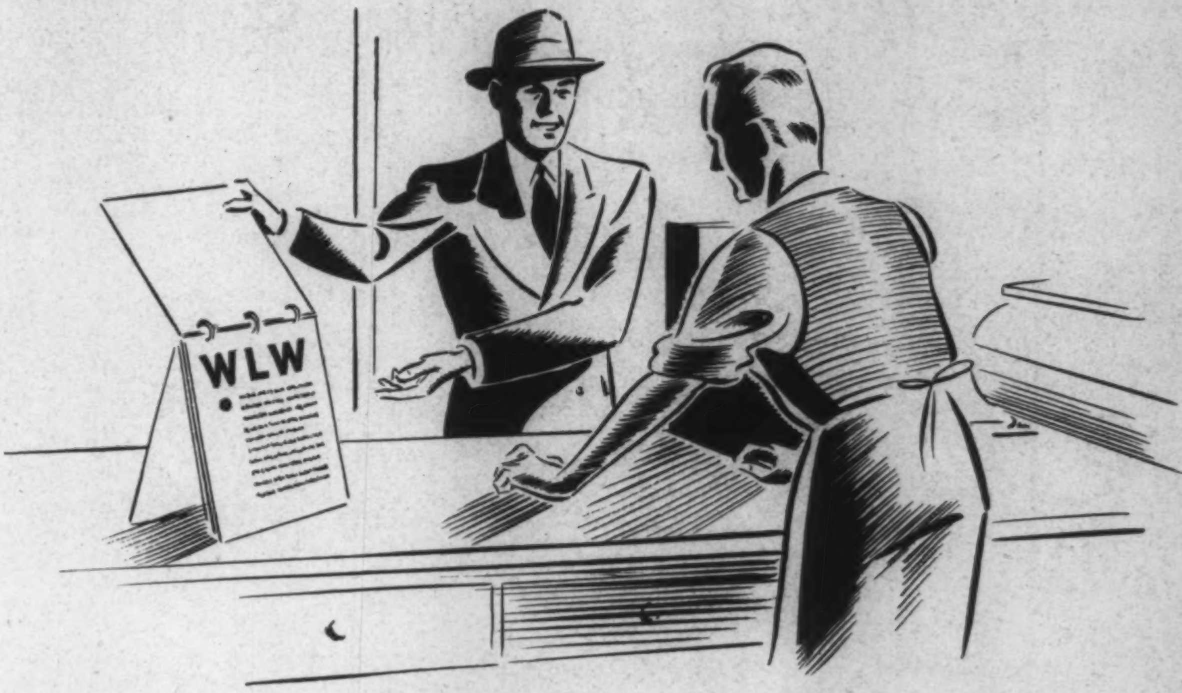
* * *

Heart of Missouri

KFRU, Columbia, Mo., has issued a folder of data on its mail pull with a coverage map made from a study of 18,474 pieces of mail. Letters from satisfied sponsors are included in the booklet with statistics of population and radio families.

the BIG BROADCASTS of 19
will be heard on
WKY

FILM TIEUP—This tiein display was used by WKY, Oklahoma City, in connection with showing of the movie "Big Broadcast of 1938". It showed growth of radio equipment and studios and was placed in the lobby of the Midwest Theatre.



248,700 TIMES since 1931, WLW representatives and Retail Dealers have enacted this scene.

And here, as in every interview before, the Retailer is learning why WLW-advertised products merit his support . . . how he can capitalize on the tremendous listener preference for products advertised over the Nation's Station . . . how he can make more money by tying in with this advertising through prominent display of these products.

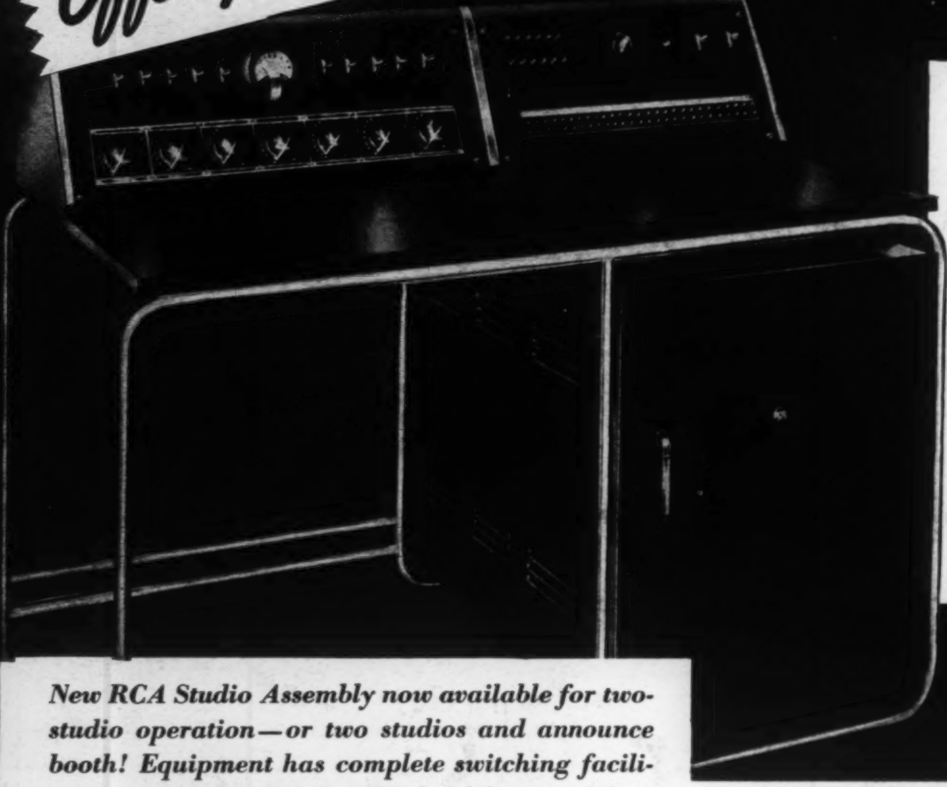
In short, this is the "story behind the story" of the effective selling job being done for advertisers who use

WLW-THE NATION'S STATION

CINCINNATI

IN THIS DESK
RCA Now Offers You..

COMPLETE STUDIO EQUIPMENT!



• **RCA Studio Control Desk Model 80-A.** This model, and its companion, the 80-B, use high fidelity amplifiers throughout to produce program circuit response flat to plus or minus 1 db. from 30 to 10,000 cycles, distortion below 0.5% at plus 10 db. between 50 and 7000 cycles, and a hum level less than minus 60 db. The desk top is polished black bakelite. Chromium frame. Control turret and amplifier compartment are two-tone umber gray crackle or black. Lower doors open permitting easy access to equipment. Amplifiers are hinged for servicing. Illuminated VI meter also used for measuring plate currents. Remote line switching and equalizing facilities are provided.

New RCA Studio Assembly now available for two-studio operation—or two studios and announce booth! Equipment has complete switching facilities, emergency provisions, high fidelity amplifiers

• • •

No longer need control consoles be mounted on a desk—with amplifiers in a separate rack! For RCA's two new studio systems, 80-A and 80-B, have *all* apparatus in a single unit, including control turret! This means new convenience, greater flexibility for you!

Model 80-A illustrated, has all facilities for handling two studios and an announce-transcription booth. Permits auditioning in one studio while broadcasting from the other. Provides for talk-back into either studio with interlocked speaker. Switching facilities are complete—designed to anticipate practically all requirements. As many as three microphones can be used in either studio. Mixing is at high level. Monitoring can be switched to studio line or transcriptions. Cue can be fed on remote lines. Monitor amplifier may be switched in as an emergency line amplifier. A standard double jack strip is included.

Model 80-B, similar in appearance to 80-A, is designed for stations with several studios operating into a master control room. This model has input switching provided for four microphone positions or lines. For a full description of this equipment, its flexibility and convenience, write to the nearest district office.

RCA tubes in speech input equipment help reduce costs, mean satisfactory service

RCA *Broadcast Equipment*

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America

New York: 1270 Sixth Ave. • **Chicago:** 589 E. Illinois St. • **Atlanta:** 490 Peachtree St., N. E. • **Dallas:** 2211 Commerce St. • **San Francisco:** 170 Ninth St. • **Hollywood:** 1016 N. Sycamore

PRINTED IN U.S.A.